



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**PART III**

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**LATIN AMERICA AND THE CARIBBEAN**

**IPDC BUREAU**  
(Fifty-fifth meeting)

UNESCO HQ, PARIS  
22-24 MARCH 2011



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# BOLIVIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MASTER'S PROGRAMME IN JOURNALISTIC COMMUNICATION BASED ON UNESCO'S MODEL CURRICULA FOR JOURNALISM EDUCATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 BOL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training of trainers and Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 104 498
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 34 388
<b>9.</b>	<b>BENEFICIARY BODY</b>	Bolivian Evangelical University (UEB) Santa Cruz Bolivia
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Rosa M. González Communication and Information Adviser for the Andean Countries, UNESCO, Quito
<b>11.</b>	<b>PROJECT LOCATION</b>	Bolivian Evangelical University Santa Cruz Bolivia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Martha Peace, President of the Bolivian Association of Social Communication Schools and Dean of the School of Communication and Culture at the Bolivian Evangelical University, in contact with Rosa María González
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In Bolivia there are 44 Schools teaching Communication or related subjects, none of which offers Journalism, either at the B.A. or graduate level. According to recent studies by the National Media Observatory (ONADEM), these studies in Communication are general and devote only 16 % of their subjects to education in Journalism. The other subjects focus on other major areas, such as Marketing, Advertising, Public Relations, Corporate Communication, Communication for Development and Research. So, professionals trained in Bolivian universities have not studied Journalism in depth and, when the practice this profession, they have little to innovate in subjects, agendas, approaches, products or technical treatment of information. Of course, this becomes an obstacle to practicing quality journalism and does nothing for the profession's prestige.

The Bolivian Association of Schools of Social Communication (ABOCCS) is concerned about this situation and has proposed, for the period from 2011 to 2016, to implement and support projects for undergraduate and graduate training specializing in Journalism. Various activities will strengthen the teaching of Journalism at the undergraduate level without changing curricula, and Schools of Journalism will be created at universities that are working to achieve a national impact. As for the graduate studies, the long-term proposal is to create two Master's programs in Journalism, one for journalists and the other for non-journalists, both also led by specific universities that will implement them first of all in their own regions and subsequently replicate them in other cities of Bolivia. IPDC support is requested for this project to establish the first of the two, for non-journalists.

At present, one member university of ABOCCS, the Bolivian Evangelical University (UEB), is the only one in Bolivia that has a Master's program in Communication approved by the Ministry of Education (Ministry Resolution n° 533), so we feel that this institution could start up, in 2011, a Master's program in Journalistic Communication, based on the UNESCO model Journalism Education Plan. In Bolivia, it is bureaucratic, long and costly to get a new graduate studies program approved, so we proposed for IPDC to adapt the existing Master's Program in Communication to turn it into a Master's in Journalistic Communication for non-journalists, with the challenge of attracting graduates from other areas (history, medicine, mathematics, biology, sociology, anthropology, archaeology, law, health, etc.) so that, with their different viewpoints of reality, can contribute to our nation's journalism with a new vision, philosophy and practice. The UEB will give this course from 2011 to 2013 in the city of Santa Cruz de la Sierra, with Bolivian professors, trained beforehand by national and/or international experts, The IPDC support is requested to pay these experts and purchase computing hardware and bibliographic material for the project. The UEB will handle the logistics, administration and infrastructure. It will also sign agreements with newspapers, weekly publications and magazines in the city of Santa Cruz de la Sierra, to guarantee that the good work by the Master's students will be published and that, once they graduate, they may find interesting employment opportunities in these print media.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group for this project, concretely for the Master's program in Journalistic Communication, comprises the graduates from different areas in the city of Santa Cruz de la Sierra, who are interested in Journalism because they feel the need to contribute to disseminating knowledge, facts and reflections on their society, from their respective disciplines, or because they need to create and manage their own media spaces or outlets. To be selected, they must have good writing skills and critical analysis capacity regarding major social issues.

### **3. LONG-TERM OBJECTIVE:**

The Master's in Journalistic Communication for non-journalists will contribute to enriching the ways that journalism examines Bolivian reality, and to diversifying and strengthening the professional profile of Bolivia's journalists, enabling innovations in their topics, agendas, approaches, products and treatment of information.

### **4. IMMEDIATE OBJECTIVE:**

20 graduates, mainly women from Santa Cruz de la Sierra with undergraduate degrees in some other field (sciences or humanities) will be trained through the Master's in Journalistic Communication to become part of existing media with new proposals, or to create and manage their own media to make a difference.

### **5. PROJECT OUTPUTS:**

- 5 journalism professors at the UEB and 25 professional journalists from the city of Santa Cruz de la Sierra, who will be the professors and thesis supervisors for the Master's program, trained. Although there are 22 Master's modules (18 core subjects, 3 thesis workshops and 1 language), it will be advisable to have more than that concrete number of professors available, especially since more will be needed at the end of the studies, to supervise theses. Therefore, 30 persons will be trained beforehand by international experts.
- 20 graduates from Santa Cruz de la Sierra, mainly women, with their undergraduate degrees in science or humanities, trained and graduated with a Master's degree to practice journalism professionally (writing, journalistic techniques and genres, journalistic legislation and ethics, cross-cutting themes of environment and gender in journalism, research into and analysis of reality, media and society, and vanguard journalism).
- A media laboratory of the UEB equipped with 10 computers like a newsroom, will be useful not only for the first Master's group, but from then on.
- The library of the School of Communication and Culture at the UEB equipped with 72 new titles of books on Journalism, 4 for each of the 18 core subjects.
- As universities (through UEB and ABOCCS) work more closely with the media, their agreements will benefit the media, with students' publishable work, and they may prefer to hire these students when they have graduated.
- Lessons learned in academic and administrative management by the UEB and ABOCCS, as they acquire experience to implement similar versions of the Master's program again in Santa Cruz and also in other cities of Bolivia.

### **6. ACTIVITIES:**

- Contacts with national and international experts/institutions to plan the training courses for those who will be the professors of the Master's program.
- Contacts with journalists for their training as future professors of the Master's program and with media to sign institutional agreements.
- Training for those who will be professors and thesis supervisors of the Master's program. Nine courses, each 24 class hours and 24 hours out of class, will cover subjects from the Master's curriculum that are new for teaching journalism in Bolivia, namely: Investigative Journalism, Journalism in Conflicts, Environmental Journalism, Precision Journalism, Citizen Journalism, Literary Journalism, Scientific Journalism, Travel Journalism and Humor Journalism. The experts will give classes for three whole days, and then in the distance mode for another two weeks: 1 prior week for reading and 1 following week to receive and correct work.
- The Master's professors will prepare the instructional guides for the modules.
- Preparation and application of a plan to publicize and market the Master's program, including the use of press, radio and Internet.
- Purchase of 10 computers to set up the news room in the laboratory of the UEB School of Communication.

- Purchase of 72 new titles of books on Journalism to equip the UEB School of Communication and Culture library.
- Select and register students, according to a list of pre-requisites previously established, including: prior writing skills and formal interest in working in journalism.
- The 22 modules of the Master’s program will be given one per month.
- Preparing theses. Since they will be in-depth journalistic work, efforts will be made to get them published.
- Evaluating the Master’s program in operational and academic terms. Four-month and final reports to ABOCCS and UNESCO.

**7. PROJECT RESOURCES:**

- PROVIDED BY UEB: Administrative personnel (1 coordinator of the M.A., 1 secretary, 1 designer, 2 laboratory assistants, 22 professors for the modules and 20 thesis supervisors), infrastructure (2 work rooms: one intelligent classroom and one laboratory), photocopies (of instructional guides for each module and others), design and publication of a advertising art, telephone, transport, office material and graduation fees.
- PROVIDED BY IPDC: 10 computers to equip the newsroom of the UEB School of Communication and Culture; payment of trainers’ fees, per diems of national and/or international experts who will train the professors and practicing journalists who will teach the modules and supervise theses; and purchase of 72 new books on journalism

**8. WORK PLAN:**

Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Contacts with national and/or international experts to plan the training courses	■																	
Contacts with journalists and media to sign agreements		■	■															
Training for trainers				■	■	■	■	■										
Preparing instructional guides									■									
Preparing and applying an advertising and marketing plan				■	■	■	■	■										
Purchase and set up 10 computers for UEB newsroom			■															
Purchase 72 new books on journalism		■	■															
Select and register students					■	■	■	■	■									
Teach the 22 modules										■	■	■	■	■	■	■	■	■
Preparing theses																		■
Final evaluation of the Master’s program																		■

**9. INSTITUTIONAL FRAMEWORK:**

UEB is the dean of Bolivia’s private universities, as the first founded, 30 years ago. With 100 administrative staff and 200 professors, UEB has approximately 4,000 students. Its School of Communication and Culture offers a B.A. in Social Communication and two graduate degrees: a Diploma Program in Photography and an M.A. in Journalistic Communication. Its other five schools offer a total of 16 different undergraduate degree programs and other graduate programs. The School of Communication has provided Santa Cruz de la Sierra,



over the last 25 years, with the first and most of the professionals in this area. Although UEB's name includes "Evangelical", it guarantees lay teaching of science and therefore of journalism.

ABOCCS has existed for about ten years, grouping twelve public and private universities, which have the greatest academic background and have been certified for quality. Affiliated since the outset with the Latin American Federation of Schools of Social Communication (FELAFACS), it is in charge of the Andean Region, leading joint activities by universities in Bolivia, Peru, Colombia, Ecuador and Venezuela. This close working relationship with FELAFACS has enabled ABOCCS to be a fundamental part of the project, supported by UNESCO, to map the training centers and programs for communicators and journalists in Latin America and the Caribbean.

#### **10. SUSTAINABILITY:**

IPDC support to start the Master's program in Journalistic Communication in Santa Cruz is requested to begin on the basis of UNESCO's Model Plan for Journalism Education and to provide computing hardware and books for the UEB, which will implement the program. Then, the Master's program, like any other graduate course in a University, must be sustainable through self-funding. In this case, this is possible because the professors are local, earning only their regular salaries, and the students pay their tuition and fees.

In any event, it is hoped that UNESCO will continue supporting the ABOCCS project of creating in Bolivia, in a second stage, through some Affiliate University, an M.A. in Journalism for journalists, and, in a third stage, under the same modality of Delegation, a School of Journalism providing the B.A. degree. We are recommending that each of these projects, as with this M.A. in Journalistic Communication for non-journalists now being proposed, should have technical support from UNESCO.

#### **11. FRAMEWORK OF MONITORING:**

The M.A. in Journalistic Communication will be monitored by UNESCO but also by ABOCCS to ensure that this first initiative at UEB and in Santa Cruz goes well and yields lessons learned to then benefit other cities and lead to subsequent creation of another M.A. program in Journalism, for journalists, and a School of Journalism giving the B.A. degree, both in other universities and cities.

#### **12. EVALUATIONS CARRIED OUT:**

The need for specialized training for professionals in Journalism has been felt for about five years by ABOCCS, by media owners, associations of journalists and international cooperation. In fact, these four stakeholders have been meeting regularly since then: ABOCCS, interested in improving the work of Schools of Communication, but limited by bureaucratic costs of getting a new program approved (B.A. or M.A.) by the Ministry of Education; media owners, complaining that they cannot get qualified staff; and associations of journalists, along with international cooperation, carrying out non-formal training.

The main obstacle for university education in journalism – Ministry approval of the programs – is now overcome in the specific case of UEB.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Reports on implementing this project will be submitted every four months UNESCO.

## C. ADDITIONAL INFORMATION

Through ABOCCS, UEB and the other member universities will work together to address the problems of the lack of university training specializing in journalism.

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5BOL/01 350-BOL-51 350-BOL-81	55,000 25,000	BOLIVIA CO-OPERATION MULTI-MEDIA CENTRE	1985 -1988
PDC/7BOL/01 350-BOL-71 350-BOL-82	30,000 10,000	TRAINING IN BROADCASTING (SECRAD)	1986 -1991
PDC/8BOL/01 350-BOL-83	30,000	SUPPORT FOR POPULAR AND EDUCATIONAL RADIO	1988 -1990
PDC/12BOL/01 352-BOL-21	48,000	POPULAR MOBILE VIDEO LIBRARY	1992 -1994
PDC/13BOL/01 352-BOL-01	43,000	TECHNICAL EQUIPMENT FOR THE FIDES NEWS AGENCY	1993 -1994
PDC/18BOL/01 352-BOL-81	30,000	AID FOR THE DEVELOPMENT AND IMPROVEMENT OF RURAL RADIO STATIONS	1998 -1999
PDC/21 BOL/01 353-BOL-5011	20,000	STRENGTHENING OF EDUCATION RADIOFONICA DE BOLIVIA (ERBOL)	2003 -2004
PDC/23 BOL/01 548-BOL-5000 (FIT - LUXEMBOURG)	31,000	DEVELOPMENT OF A MOBILE TRAINING UNIT FOR RURAL COMMUNITY TELEVISION CENTRES	2004-2005
PDC/51 BOL/01 354-BOL-5061	16,000	BOLIVIA: TRAINING OF RADIO REPORTERS FOR THE PREVENTION OF DOMESTIC VIOLENCE	
PDC/53 BOL/01 354-BOL-5081	24,200	UTILISATION DES TICS POUR LA PROMOTION ET DIFFUSION DE LA CULTURE CHIQUITANA	2009-2010
PDC/54 BOL/01 354 BOL 5091	24,200	BOLIVIA: TRAINING ON ACCESS TO INFORMATION IN BOLIVIA	2010-2011
<b>TOTAL BOLIVIA: US\$355,400 + US\$ 31,000 (FUND-IN-TRUST)</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Purchasing 10 computers – editing islands (\$1 000 each) Pentium latest generation with microprocessor of 3.4, RAM at least 2 GB, hard disk 500 GB, video card 512 or 1 GB, sound card 5.1 or 7.1, multi-format DVD recorder, Fire Ware card to download videos, mother board Corel 2 Duo, case or combo, external sound equipment and monitor	10 000
9 national and/or international trainers: Fees: 9 experts x \$300 x 2 courses (un on-site; the other distance) = \$5 400 Per diems: 9 experts x \$164 per diem x three nights = \$4 428 Travel: 9 x \$1 000 = \$9 000	18 828
Purchase of 72 new books on journalism (averaging \$30 each)	2 160
Photocopies and binding of instructional guides (\$10 x 22 modules for each of the 20 students)	4 400
<b>TOTAL:</b>	<b>US\$ 34 388</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION****(in US dollars)**

Pay the M.A. coordinator, working half-time (\$350 per month) x 33 months	11 550
Pay the M.A. secretary, working half-time (\$150 per month) x 33 months	4 950
Pay a designer, working half-time (\$300 per month) x 2 months	600
Pay two laboratory assistants, working half-time (\$230 per month) x 22 months	10 120
Pay 22 professors for teaching the modules (\$500 per module)	11 000
Pay supervisors to review theses (\$100 ) x 20 students	2 000
An intelligent classroom equipped with a computer, multimedia and Internet	1 800
A laboratory equipped with everything required for layout and printing	1 800
Publishing / broadcasting advertising art on press and radio	3 000
Telephone and internet (\$50 per month) x 33 months	1 650
Transport (\$30 per month) x 33 months	990
Office material (\$50 per month) x 33 months	1 650
Graduation fees (\$900 per student) x 20 students	18 000
<b>TOTAL:</b>	<b>US\$ 69 110</b>

## BRAZIL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>NATIONAL TRAINING PROGRAM FOR JOURNALISTS AND PROFESSORS ON INVESTIGATIVE JOURNALISM BASED ON PUBLIC DATA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 BRA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Institutional Capacity Building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 45 550
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 650
<b>9.</b>	<b>BENEFICIARY BODY</b>	Abraji Address: R. Rego Freitas, 454, 8º andar Telephone: +55 11 2851.0699 Contact person: Veridiana Sedeh President: Fernando Rodrigues
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Brasilia Office Communication and Information Sector Mr. Guilherme Canela Godoi
<b>11.</b>	<b>PROJECT LOCATION</b>	Address: R. Francisco Leitão, 339, 12º andar Phone: + 55 11 2851.0699 Contact person: Veridiana Sedeh Training will be held in Sao Paulo and Rio de Janeiro
<b>12.</b>	<b>PROJECT PREPARED BY</b>	ABRAJI
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Brazil, with its 5,564 municipalities spread over 8.5 million square kilometers, is experiencing a special moment in its history in what refers to public information access. The Congress is reviewing a project similar to North-America's FOIA (Freedom of Information Act) submitted by the Executive. It has already been approved by the House of Representatives and is now waiting for approval by the Federal Senate - which is probably going to happen in late 2010.

The bill of the Brazilian freedom of information law involves Executive, Legislative and Judiciary, and differs from other countries' FOIAs because it includes not only federal administration, but also local governments (both states and cities).

Besides that, last year the Legislative approved a federal law that obligates all municipalities, states and the federal government to publish in real time on the internet all financial operations. According to this Transparency Law, governments had up to 4 years to start publishing its receipts and debts: one year for all the 27 states and for cities with more than 100 thousand inhabitants (that expired last May, and has been obeyed); smaller cities, with between 50 thousand and 99,999 inhabitants, have up to next May to start publishing information, and cities with less than 49,999 persons have up to 2013 to adapt.

One of the fundamental practices to avoid corruption is stimulating civil society participation on the surveillance of public expenditures. Press plays a major role in this effort, but only when journalists are capable of correctly evaluating public strategies.

It is needful, thus, to train journalists and enable them to better exploit the possibilities that will be created by the freedom of information law, as well as report information that are relevant to Republican interests and the democratic process through stories of public interest.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The training modules aim both journalists from Brazil's leading news organizations and journalism professors, seeking the idea of a continuous teaching process within universities and newsrooms.

### **3. DEVELOPMENT OBJECTIVE:**

Increase the monitoring of government spending on social programs, campaign funding and the civil service. A stronger demand for transparency in smaller and more distant administrative units is also expected. The continuous investigation and surveillance of public entities will increase citizen control over federal and local governments.

### **4. IMMEDIATE OBJECTIVE:**

A network of at least 200 journalists will acquire skills in order to produce a permanent flow of information requests to Brazilian public office. A trainer's network will be established, since the target group includes professors. They shall act as multipliers of the course contents within the universities.

## 5. PROJECT OUTPUTS:

Training at least 200 professionals (professors and journalists) and enabling them to require and cross public information, organize a databank and, above all, to spread this knowledge amongst co-workers in newsrooms and students in universities.

## 6. ACTIVITIES:

- A 3 day in-person course for 20 journalists and professors in São Paulo on search of public information on the transparency websites developed by each of the 27 states and the federal administration (public expenditures, civil service, social programs beneficiaries, radio and television concession holders, roll of goods declared by candidates), methodology to cross these data using programs like Excel in order to produce investigative articles with them. Instructions on how to obtain public data based on the freedom of information law to be approved.
- A 3 day in-person course for 20 journalists and professors in Rio de Janeiro, with the content described above.
- 5 on-line courses based on Moodle platform with duration of 5 weeks each, and total capacity of 75 persons. Given Brazil's vast territory, the online courses will enable journalists from all parts of the country to take training workshops that will enable them to recognize corruption, even if they are unable to travel to one of the in-person courses. Our experience shows that approximately 50 percent of the students who enroll in the course actually conclude the trainings.
- Content available for trainees will be an adaptation of the material used on the in-person courses for the on-line interface plus exercises with automatic evaluation based on concrete examples lived inside newsrooms. A trainer will be responsible for the on-line follow up, and will elucidate particular questions and give private explanations when necessary.
- Development of a virtual platform managed by Abraji that allows permanent exchange of information and experiences amongst those who were trained by this national program both in on-line courses and in in-person courses.

## 7. PROJECT INPUTS:

- 2 consultants responsible for writing the textbooks for the in-person courses.
- 1 consultant responsible for adapting this content for the on-line interface.
- 1 computer technician to develop the platform for the on-line courses.
- 1 trainer enabled to teach both in-person courses.
- 1 trainer enabled to teach the 5 on-line courses.
- 1 monitor responsible for advertising, enrollment and in-person courses logistics.
- Rooms with equipment for in-person courses.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
1. Hiring consultants and the computer technician (1st month)	■											
2. Developing textbooks for in-person courses (2nd and 3rd months)		■	■									
3. In-person course in São Paulo (3rd/4th month)			■	■								
4. In-person course in Rio de Janeiro (3rd/4th month)			■	■								
5. Adaptation of the textbooks for online platform (4th month)				■								
6. On-line forum for trainees (from 3rd month on)			■	■	■	■	■	■	■	■	■	■
7. 5 on-line courses (5th to 11th months)					■	■	■	■	■	■	■	
8. Evaluation of trainees experiences on the on-line forum and final report (12th month)												■

## **9. INSTITUTIONAL FRAMEWORK:**

Brazilian Association for Investigative Journalism unites journalists who are interested in sharing experiences, best practices and tips about investigative reporting. The association operates thanks to the volunteer work of journalists. It is a non-profit, non-political entity that struggles to guarantee the right of access to public information with wide experience in training journalists, professors and students. Since 2003, when the Association started its operations, more than 4 thousand people have been trained with on-line and in-person courses, workshops and seminars. Abraji has developed together with the Knight Center for Journalism in the Americas a functional and efficient on-line platform for on-line courses. Such strategy allows it to reach students all over Brazil through the Internet. More than 1.5 thousand students have been trained in 22 different courses using this technology. It is been used successfully, for instance, for training journalists in subjects like human development index, education and computer-assisted reporting in association with other organizations, such as the Ayrton Senna Institute (<http://senna.globo.com>). In 2009, Abraji promoted on-line courses for journalists on investigation of public expenditures in cooperation with the Open Accounts Association (Associação Contas Abertas - [contasabertas.uol.com.br](http://contasabertas.uol.com.br)) and grants from Open Society Institute. Abraji is among the organizations that have founded the Public Information Access Forum, a group that reunites 24 foundations, associations and NGOs. The Forum had a leading role in the development of the transparency law. Months ago, Unesco itself has financed seminars promoted by Abraji to discuss the final draft of the freedom of information law.

## **10. SUSTAINABILITY:**

Professors and journalists are the main target group of Abraji's courses. That strategy allows the organization to perpetuate the content of trainings both within universities, from professors to students, and inside the newsrooms, where the most experienced and trained reporters often dedicate time and energy in training the novices.

## **11. FRAMEWORK OF MONITORING:**

In addition to the reports sent every 4 months to Unesco, Abraji will invite Transparência Brasil, an NGO specialized in fighting corruption and Abraji's partner in the Public Information Access Forum, to assess the project progress every 2 months and redact a final report on the goals achieved.

## **12. EVALUATIONS CARRIED OUT:**

The on-line platform developed by Abraji and the Knight Center for Journalism in the Americas has proved to be an efficient tool to train professionals. Previous experiences show that 50% of those who start an on-line course prepare all the activities and succeed on the final evaluation. Around three thousand people have looked for Abraji's on-line courses on human development index, education, computer assisted reporting and public expenditures surveillance – this demand confirms that Brazilian journalists are eager to get trained.

The course on public spending, held with Open Society Institute's resources from July 2009 to April 2010, received 844 enrolments. Only 379 people could participate due to a maximum number of vacancies. The on-line courses enabled the qualification of professionals from different parts of the country. Students from 20 of the 27 Brazilian's federation units participated. From the graduated students, 4% were from the North, 11% from Northeast, 13% from Center west, 13% from South and 59% from the Southeast. The majority was made of reporters (201) and editors (47). The same content of the on-line courses was transmitted to 114 journalists from the main Brazilian's vehicles during the in-person workshops made in São Paulo (three editions), Brasília and Rio de Janeiro. Each workshop had the number of enrolments more than three times bigger than the numbers of vacancies. The knowledge gained on this training results on the publication of articles about important subjects, like the late in showing the spends on education investments, cities receiving more federal

resources for politics-elective reasons, and others. Some examples follow in these links:

<http://www1.folha.uol.com.br/folha/brasil/ult96u715124.shtml>

<http://leosobrequasetudo.blogspot.com/2010/03/e-dinheiro-publico-mesmo.html>

After the courses, all of the students said that would recommend the training to other journalists. One hundred one people answered the evaluation course' questions. More than 70% classified the course as great. The fact that the demand was bigger than the numbers of vacancies in all the courses' edition matching with the high approval from the participants shows that still exists a big potential of expansion for the program.

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Veridiana Sedeh, executive-manager for Abraji, will be responsible for composing and sending the quarterly reports and the final report.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7BRA/02 350-BRA-71 350-BRA-81	30,000 30,000	BRAZIL: PRESERVATION OF FILM HERITAGE	1987 -1990
PDC/8BRA/01 350-BRA-82	40,000	ART FOR CHILDREN	1988 -1990
PDC/9BRA/01 350-BRA-91	20,000	PROMOTION AND POPULAR PRODUCTION OF VIDEO IN BRAZIL	1989 -1990
PDC/14BRA/01 352-BRA-41	32,000	MEDIA COURSES TO TRAIN WOMEN IN ENVIRONMENTAL PROTECTION	1994 -1997
PDC/19BRA/01 352-BRA-91	40,000	AUDIOVISUAL PRODUCTION AND TRAINING CENTRE FOR THE DEVELOPMENT OF CITIZENSHIP	1999 -2002
PDC/23 BRA/01 354-BRA5031	20,000	STRENGTHENING WOMEN'S LEADERSHIP ROLE IN COMMUNITY DEVELOPMENT THROUGH RADIO INTERNET	2004-2005
PDC/24 BRA/01 354-BRA-5032	25,000	BRAZILIAN NETWORK FOR PRESS FREEDOM	2004-2005
PDC/48 BRA/01 354-BRA-5041	16,000	WOAV – PREVENTION OF WOMEN'S PARTICIPATION IN ORGANIZED ARMED VIOLENCE	2005-2006
		<b>TOTAL BRAZIL: US\$ 272,000</b>	

## D. BUDGET

### **BREAKDOWN OF IPDC CONTRIBUTION**

(in US dollars)

#### **Development of the course material for in person courses:**

One consultant on investigative journalism (working for 2 months, 3 hours a day (\$30 per hour x 120h)	3 600
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One consultant from Open Accounts Association (working for 2 months, 3 hours a day \$30 per hour 120h)	3 600
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Adaptation of the material used in the in-person courses for the on-line interface plus development of exercises with automatic evaluation based on concrete examples. (one consultant, working for 1 month)	1 800
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#### **Computer technician:**

Development of the on-line platform for the course (working for 40 hours, \$40 per hour)	1 600
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Development and management of the webforum (one hour a day, for 10 months = 200 hours x \$22 per hour)	4 400
Sub-total:	6 000
Junior consultant (selection and enrollment of 415 trainees, both for 5 on-line and for 2 in-person courses)	3 000
Junior consultant (hiring, payment and logistics for trainers trips within Brazil)	1 000
Technology consultant (selection and renting of laboratories for in-person courses, plus computers setup)	2 000
Contingencies	1 000
<b>Three day in-person course in São Paulo</b>	
Printing of the textbooks for the in-person course, with examples and exercises for 20 trainees.	1 000
Trainer	300
Trainer per diem	300
<b>Three day in-person course in Rio de Janeiro</b>	
Printing of the textbooks for the in-person course, with examples and exercises for 20 trainees.	1 000
Trainer	300
Trainer flight (SAO-RIO-SAO)	250
Trainer hotel	600
Trainer per diem	400
<b>On-line courses for journalists and professors</b>	
<b>Trainers for the 5 on-line courses</b>	
The trainers work from home and according to the needs of the students, including weekends. Each course lasts 5 weeks = 35 days. In average, trainers work 2 hours a day, at \$36 per hour. Total per course: 70 hours/\$2,500.00; total for 5 courses: 350 hours	12 500
<b>TOTAL:</b>	<b>US\$ 38 650</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Renting room and equipment (3 days in Sao Paulo and 3 days in Rio)	3 000
Communication costs	2 400
Contingencies	1 000
Project reporting (4 reports)	500
<b>TOTAL:</b>	<b>US\$ 6 900</b>

# CHILI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL CAPACITY FOR MEDIA ON FREEDOM OF EXPRESSION AND ACCESS TO INFORMATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 CHI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of Freedom of expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Institutional Capacity Building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 50 800
<b>8.</b>	<b>AMOUNT REQUESTED IPDC</b>	US\$ 19 900
<b>9.</b>	<b>BENEFICIARY BODY</b>	Programa de Libertad de Expresión, Instituto de la Comunicación e Imagen, Universidad de Chile
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office Santiago, Chile Contact: Gloria Alberti, CI/UNESCO Santiago
<b>11.</b>	<b>PROJECT LOCATION</b>	Universidad de Chile, Santiago de Chile Universidad de la Frontera, Temuco
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Claudia Lagos Lira, Coordinadora Programa Libertad de Expresión, Instituto de La Comunicación e Imagen, Universidad de Chile. <a href="mailto:cllagos@uchile.cl">cllagos@uchile.cl</a> Laureano Checa, investigador Programa Libertad de Expresión, ICEI. <a href="mailto:lcheca@uuchile.cl">lcheca@uuchile.cl</a> Gloria Alberti, CI/UNESCO Santiago <a href="mailto:g.alberti@unesco.org">g.alberti@unesco.org</a> Günther Cyranek, ACI/UNESCO MTD <a href="mailto:g.cyranek@unesco.org">g.cyranek@unesco.org</a>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Practicing journalism in Chile does not mean a risk to life or physical integrity of the professionals, which is very different of what happens in Mexico, Colombia or Honduras. A clear evidence of this is the fact that the annual report of the Committee to Protect Journalists (CPJ) 2009 does not contain information about Chile. However, there is evidence of stories that have never been published due to external pressure in the media and that working conditions of reporters have become more precarious as a result of the recent economic crisis and the various closures and adjustments incurred by departments press, resulting in the dismissal of dozens of journalists in various media. In addition, the report published in 2009 by the Special Rapporteur for Freedom of Expression of the Organization of American States depicted that Mapuche communicators or supporters of Mapuche activism have denounced persecution and police harassment that resulted in difficulties in exercising their informative role. Last but not least, the enhancement of access to information triggered by the application in 2009 of the Law of Transparency and Access to Information, has not shown a great impact outside of the metropolitan area yet.

Since its founding in 1999, the Freedom of Expression Program of the Instituto de la Comunicación e Imagen of the Universidad de Chile (ICEI) has conducted research which reveal that in Chile: a) are maintained direct restrictions on freedom of expression, 2) it is possible to identify indirect restrictions to freedom of expression, and 3) there is a lack of current, consistent and comparable data about this issue. The third consideration involves the challenge of generating and manage a monitoring system that evaluates these issues nationally, independently, professionally, permanently, and with a common methodology to other international organizations, in order to launch warnings and do advocacy on these matters in the country. The creation of this system involves upgrading those skills and capabilities developed in the Freedom of Expression Program, and then to extend to and replicate in regional Universities. As a platform for the development of this initiative, the Program has a project submitted to sources of domestic financing of the University of Chile and a comprehensive agreement signed between our Institute and the Universidad de la Frontera (UFRO), in Temuco.

This project aims to obtain funding for 1) developing skills and competencies in monitoring and tracking methodologies in matters of freedom of expression and access to information to the team of the Freedom of Expression Programme, as well as to the team that will support its work in UFRO in Temuco, 2) generating a network to extend this knowledge and generate public impact in wider circles of students, professionals and other members of civil society, allowing 3) to generate independent, updated and systematic information on issues of freedom of expression and access to information in the Metropolitan Region (capital: Santiago) and the Region of Araucanía (capital: Temuco).

### **2. DESCRIPTION OF THE TARGET GROUP:**

- 30 members of a multiplier group gathering journalists, faculty members and undergraduate students of the ICEI and UFRO;
- 100 people (journalists, academics, students) in Santiago (50) and Temuco (50) attending a seminar held by the multiplier group

### **3. DEVELOPMENT OBJECTIVE:**

The project promotes the production of independent information on matters relating to the UNESCO media development indicators, specially in the categories 1 and 4, through the installation and strengthening of capacity in public universities and among journalists to monitor issues of freedom of expression and application of laws on access to information.

#### **4. IMMEDIATE OBJECTIVE:**

In Santiago and Temuco a total of 130 media professionals, academics and students in two workshops and two seminars will acquire the necessary skills and knowledge of how to monitor and follow up on issues of freedom of expression and application of laws on access to information and discuss the methodology of a media monitoring and evaluation system. The capacity building will also help build a network for cooperation among all stakeholders, which will be facilitated through a project-specific website.

#### **5. PROJECT OUTPUTS:**

- Two mixed teams of a total of 15 people each, trained in both quantitative and qualitative monitoring and follow up on issues of freedom of expression and use of access to information laws.
- Media monitoring system established that analyses cases of freedom of expression in the Araucanía and the metropolitan area.
- One project-specific website built to allow project's participants' internal communication as well as public information on Freedom of Expression and Access to Information.
- Requests for access to information submitted in the Araucanía and the metropolitan area.

#### **6. ACTIVITIES:**

- Workshop in monitoring and follow-up on issues of freedom of expression and use of access to information laws for the mixed team of 15 students and faculty members at ICEI, University of Chile, Santiago (16 hours in two days)
- Workshop in monitoring and follow-up on issues of freedom of expression and use of access to information laws for the mixed team of 15 students and faculty members at UFRO, Temuco (16 hours in two days).
- Meeting of both trained mixed teams with key informants in the metropolitan area and La Araucanía to raise independent information on state of freedom of expression and access to information nationally and locally.
- Two 2-day-Seminars (50 people each, journalists, students and faculty members) in the metropolitan area and in La Araucanía. The seminars are held by international experts in cooperation with members of the mixed teams in order to raise journalists', students' and faculty members' awareness of issues related to freedom of expression and access to information in Latin America, present and discuss a monitoring and evaluation methodology based on the UNESCO Media Development Indicators.
- Development of a project-specific website that shows the results of workshops and seminars and allows networking among the project participants. The site will be regularly maintained by a coordinator in order to allow long-term involvement of all stakeholders.

#### **7. PROJECT INPUTS:**

- Two international experts coming to Chile for knowledge transfer (airplane ticket + accommodation + daily expenses)
- One professional webmaster to design and create website
- Two laptops (one for Santiago, one for Temuco) for statistical analysis and web design
- SPSS Software for quantitative research
- One printer
- Office material
- Workshop and seminar venues

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Hardware and software acquisition										
Selection of students and faculty that will participate in the workshops and seminars (Temuco and Santiago)	■									
Contracting international experts in Freedom of Expression		■								
Designing and preparing workshops and seminars		■	■							
Workshop – Santiago				■						
Seminar – Santiago				■						
Meeting with key informants - Santiago				■						
Workshop – Temuco				■						
Seminar – Temuco				■						
Meeting with key informants - Temuco				■						
Website development		■	■	■	■					
Network development to monitor and analyse issues on Freedom of Expression		■	■	■	■	■	■	■	■	■
Project monitoring and evaluation		■	■	■	■	■	■	■	■	■
Delivering progress reports to UNESCO					■					■

## 9. INSTITUTIONAL FRAMEWORK:

The Freedom of Expression Program was created in 1999 in the School of Journalism of the Universidad de Chile, with financial support of Ford Foundation. In 2003, the School became the Instituto de la Comunicación e Imagen, and the Program became a part of this new structure. Its objectives include promoting research, teaching and advocacy on topics related to freedom of expression in Chile. It has conducted research relating to freedom of expression in Chile, access to information and accountability and is also responsible for developing academic programs for undergraduate journalism students at the university. The academic head of the Program is Professor Claudia Lagos Lira ([cllagos@uchile.cl](mailto:cllagos@uchile.cl)).

## 10. SUSTAINABILITY:

The Freedom of Expression Program has been working for more than ten years, and this project is an opportunity to upgrade what it does. This initiative seeks to strengthen the research capabilities and the establishment of a monitoring system at the local level, which will become part of the regular duties of the Program. Besides, the skills developed by the mixed teams both in Santiago and Temuco allow to hold more seminars in the future and to join new actors to spread the knowledge on these issues.

## 11. FRAMEWORK OF MONITORING:

Project monitoring will be carried out by the UNESCO Office Santiago, with support of UNESCO Office Montevideo, and by Instituto de la Comunicación e Imagen de la Universidad de Chile.

## 12. EVALUATIONS CARRIED OUT:

The project was developed considering that in Chile there are no independent systems or specialized agencies carrying out a systematic and comprehensive monitoring of subjects related to freedom of expression and use of information access laws.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Programa de libertad de expresion del ICEI will deliver one progress report and one final report at key stages of the project implementation.

### C. ADDITIONAL INFORMATION

The Freedom of Expression Program is working currently on issues related to the Project presented here and it has received funding from other sources to develop some work which might be considered complementary to the one it is asking for to IPDC:

- “Press freedom in Chile”, which received a grant of Programa Domeyko de Investigación de la Vicerrectoría de Investigación y Desarrollo (VID) de la Universidad de Chile 2008-2010.
- “Freedom of expression in Chile 2000-2010. Diagnosis and monitoring tools”, presented to a grant in Social Sciences, Humanities and Education 2011 of the Vicerrectoría de Investigación (VID) de la Universidad de Chile. Among the goals of this research are updating and describing the state of freedom of expression in Chile (2000-2010) and design and test a system for monitoring and continuous analysis of freedom of expression in Chile. The application results are expected on October 2010.

Both the training and the seminar will take place in ICEI and UFRO buildings, which have meeting rooms, auditoriums and computer and multimedia connections. Both places have the necessary equipment to the project objectives (except what was asked above).

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/8CHI/01 350-CHI-81	25,000	CHILI: STUDY ON READING HABITS AND INTERESTS	1988 –1991
PDC/13CHI/01 352-CHI-31	40,000	TRAINING INSTRUCTORS FOR MEDIA EDUCATION (TELEVISION)	1993 -1995
PDC/16CHI/01 352-CHI-61 352-CHI-71	24,000 12,000	PRODUCTION OF EDUCATIONAL MATERIAL FOR ACTIVE TELEVISION VIEWING	1996 -1998
PDC/21 CHI/01 353-CHI-5011	25,000	RADIO BROADCASTING SERVICE FOR THE DEVELOPMENT OF THE EASTER ISLAND (RAPA NUI)	2003 -2004
PDC/52 CHI/01 354-CHI-5071	20,900	CHILE : A CITIZEN-BASED MEDIA MODEL “EL CIUDADANO	2008 -2009
PDC/54 CHI/01 354 CHI 5091	16,280	CHILI: STRENGTHENING OF COMMUNITY RADIO AND CMC NETWORKS IN THE BOROUGH OF ROMERAL	2010-2011
		TOTAL CHILI: US\$ 142,280	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
1 ticket Washington DC-Santiago-Washington DC)	1 500
1 ticket NY-Santiago-NY	1 500
4 ticket Santiago-Temuco-Santiago	800
Hotel Santiago (5 days)	1 500
Hotel Temuco (4 days)	1 600
Trainers Living Expenses (\$50 X 10 days)	1 000
Local transport expenses (\$15 x 2 people x 2 days in Santiago: transport between hotel and workshop venue; \$15 x 4 people x 2 days in Temuco: transport between hotel and workshop venue; \$70 x 2 people: transport between airport and Santiago City, \$70 x 4 people: transport between airport and Temuco City)	600
International trainers' fee /10 days (2 x 10 x \$ 250)	5 000
Website development and design	1 000
Design and print training materials (handouts, CDs, videos, batteries, craft sheets, mini DVDs, pencils, etc.)	420
Edit and print handbook	200
Posters	500
2 MacBooks (1 for Santiago, 1 for Temuco)	2 000
1 laser printer (Temuco)	380
2 printer tonner cartridges (\$150 c/u)	300
Catering for two 2-day workshops: 1 in Santiago, 1 in Temuco x 20 participantes (\$20/day)	1 600
<b>TOTAL:</b>	<b>US\$ 19 900</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Development of workshop and seminar contents	500
Communication costs	2 000
1 Software print control	2 000
Classroom+equipment+technician Santiago (workshop)	150
Big classroom+equipment+technician Santiago (seminar)	250
Classroom+equipment+technician Temuco (workshop)	150
Big classroom+equipment+technician Temuco (seminar)	250
2 Scholar's fee in Santiago (Project supervising, monitoring and evaluation, coordination of workshop and seminar (10 months part-time x \$800)	16 000
Scholar's fee in Temuco (Project supervising, monitoring and evaluation, coordination of workshop and seminar) (10 months part-time x \$800)	8 000
Administration	1 000
Contingencies	600
<b>TOTAL:</b>	<b>US\$ 30 900</b>

# COLOMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE WOMEN’S NETWORK OF THE COLOMBIAN FEDERATION OF JOURNALISTS: “FECOLPER-WOMEN”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 COL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Institutional Capacity Building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 48 130
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 630
<b>9.</b>	<b>BENEFICIARY BODY</b>	Colombian Federation of Journalists, FECOLPER (affiliate of the International Federation of Journalists) Address: Cra 8 No 14-35, Of 607 Web: <a href="http://www.fipcolombia.com">www.fipcolombia.com</a> Contact: Eduardo Marquez (President) Tel: +(571) 243 3230 / +(571) 281 1590 Email: <a href="mailto:eduardo.marquez@fipcolombia.com">eduardo.marquez@fipcolombia.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries, UNESCO, Quito
<b>11.</b>	<b>PROJECT LOCATION</b>	Five Colombian regions throughout the country
<b>12.</b>	<b>PROJECT PREPARED BY</b>	FECOLPER President, Eduardo Marquez, with the assistance of UNESCO Quito
<b>DECISION OF THE BUREAU:</b>		



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In May 2009, in Brussels, UNESCO and the International Federation of Journalists (IFJ) organized a conference “Ethics and Gender: Equality in the newsroom.” The delegates from Latin America (two of which were from FECOLPER) drafted a declaration which explicitly called for “concrete actions destined to creating gender strengthening and female leadership.” In this manner, the conference marked a milestone and defined a line of action for journalist organizations on the continent that, in general, have not properly addressed the theme of gender equality.

In Colombia, despite the large number of women with positions in the Colombian media over the past 30 years, women media professionals continue to face discrimination, particularly outside the two largest cities, Bogotá and Medellín. Moreover, many news directors (particularly from radio – the type of media where 40% of women media professionals work) continue to privilege men for certain topics of coverage such as politics, economy, public policy and sports. Additionally, because many women journalists do not have a gender awareness at the time of covering a story where women are involved, they end up echoing patriarchal worldviews that are characterized by sexism, displeasure against the feminine, discriminatory humor and the justification for aggressions against women.

For these fundamental reasons, shortly after its birth in 2007, the Colombian Federation of Journalists created FECOLPER Women’s Network. This internet network ([www.fipcolombia.com](http://www.fipcolombia.com)) was created for the exchange of information about gender and freedom of the press – it is available as a space for debate exclusively for women media professionals affiliated with our organization.

However, despite that 32% of the nearly 1,300 FECOLPER members are women, and women make up half of the managers of the affiliated organizations as well as the National Board, only 7% have been part of the FECOLPER Women’s Network. This organizational reality shows us, on the one hand, the low interest concerning gender issues and, on the other hand, instructs us of the need to organize training and sensitization work that is reflected in the institutional structures of the 27 organizations affiliated with FECOLPER. FECOLPER considers a strategic approach to gender equality necessary to give feminine outlooks to the coverage as well as to fight stereotypes of women in media coverage. It is essential that Colombian journalists hold strong to principles of ethical reporting including ensuring the way journalists cover the news is consistent with upholding the dignity and rights of all women.

This project aims to support awareness and training on equal rights and gender issues by strengthening the institutional capacity of the FECOLPER Women’s Network. As such, the project seeks to apply the IFJ/UNESCO Gender Guidelines on Gender Equality in Journalism to the Colombian context. The project will also strengthen the membership of the FECOLPER Women’s Network through deep reflection on the topic of gender and its implications for the democratization of news coverage and the portrayal of women in the news. The strengthened FECOLPER Women’s Network will be better equipped to monitor the situation of gender equality in the country and advocate for gender equality in governmental policies and programmes.

### 2. DESCRIPTION OF THE TARGET GROUP:

The primary target group will be 90 women journalists affiliated with FECOLPER from all types of media (print, radio, TV and Internet) in five Colombian regions (Caribe, centro- oriental, amazónica y sur, Cafetera, Sur Occidental).

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to promoting media as a platform for democratic discourse by advancing analysis, debate and good practices of gender equality among Colombia journalists.

### **4. IMMEDIATE OBJECTIVE:**

At least 90 women journalists from five Colombian regions capable of influencing the news agenda at their work (print, radio, TV and Internet) will be trained in gender equality practices after participating in workshops.

### **5. PROJECT OUTPUTS:**

- 90 women journalists capable of enhancing gender equality best practices and influencing a gender-sensitive news agenda at their work (print, radio, TV and Internet).
- A network of women journalists (FECOLPER Women's Network) strengthened through new members and capable of analyzing and addressing ongoing gender equality issues.
- An on-line training module produced and made available through FECOLPER's website on a permanent basis.

### **6. ACTIVITIES:**

The project consists of a cycle of activities designed to strengthen the FECOLPER Women's Network and improve gender equality for Colombian media professionals. The project entails a series of five two-day regional workshops for women journalists, "Journalism with a gender perspective," and one national conference with regional delegates. Each of the regional workshops will be 2 days in duration and include at least 18 local journalists from the specific region.

- Caribe regional workshop (2 days): Bolívar, Atlántico, Magdalena, Guajira, Cesar, Sucre y Córdoba
- Centro-oriental regional workshop (2 days): Santander, Arauca, Boyacá, Bogotá, Meta
- Amazónica y sur regional workshop (2 days): Amazonas, Caquetá, Huila, Tolima
- Cafetera regional workshop (2 days): Antioquia, Caldas, Quindío
- Sur occidental regional workshop (2 days): Valle, Cauca, Nariño

The five workshops share the same training objective of applying the IFJ/UNESCO Gender Guidelines and training in gender equality best practices. The workshops will use the following materials for the training and sensitization activities: Code for covering armed conflict (FECOLPER); FECOLPER Code of Ethics; Decalogue of non-sexist language; Recommendations of the International News Safety Institute (INSI), which includes specific safety recommendations for women correspondents; Manual "Noticias en Vivo"; Declaration from the IFJ on the occasion of the second regional seminar "Women Leadership in Unions and the Media"; and the Manual "Ethics and Gender: Equality in the newsroom," from IFJ and UNESCO.

National Meeting of regional delegates in Bogota: 50 regional delegates from the original participants will gather in Bogota to reflect on the main lessons nationally and set forth a plan of action for advancing gender equality for media professionals in Colombia.

The experience will be systematized and an on-line training module produced and made available through FECOLPER's website.

### **7. PROJECT INPUTS:**

- The FECOLPER officer responsible for Gender issues and projects

- An expert in political participation and women’s unions in Colombia or in the specific region the workshop
- An expert in the coverage of the armed conflict in Colombia
- A psychological expert on Post Traumatic Stress Disorder in journalists and their sources
- An instructor in Chi Kung (Qigong), an Eastern technique for health, energy revitalization and the elimination of stress
- Meeting room
- Notebooks and pens from FECOLPER
- A video beam and a laptop (FECOLPER has these devices)

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracts for trainers/instructors	■											
Preparation for first workshop	■											
Selection and notification of workshop participants	■											
Workshop 1 and report		■										
Preparation for second workshop			■									
Selection and notification of workshop participants			■									
Workshop 2 and report				■								
Preparation for third workshop					■							
Selection and notification of workshop participants						■						
Workshop 3 and report						■						
Preparation for fourth workshop							■					
Selection and notification of workshop participants								■				
Workshop 4 and report								■				
Preparation for fifth workshop									■			
Selection and notification of workshop participants										■		
Workshop 5 and report										■		
Preparation for the 6th activity, National Meeting											■	
Selection and notification for national meeting participants												■
National Meeting and Final Report												■

**9. INSTITUTIONAL FRAMEWORK:**

The Colombian Federation of Journalists, FECOLPER, was created on 2 May, 2007, with the assistance of the Colombian Solidarity Center of the International Federation of Journalists (Centro de Solidaridad de la Federación Internacional de Periodistas, Cesofip). FECOLPER was formed by 27 regional organizations that organized more than 1300 journalists in 19 departments of the country. The central objectives of FECOLPER are to improve the social and working conditions of journalists in Colombia and provide solidarity to journalists who are persecuted or threatened for work-related reasons. FECOLPER has an executive board of seven members, elected in the national Assembly for a period of two years, as well as three employees based in Bogotá: the President, a lawyer and an administrative assistant.

**10. SUSTAINABILITY:**

In Latin America there has been much reflection about the theme of gender equality, however little has been done within journalist unions and editorial boards. For this reason, the Federation of Latin American and Caribbean Journalists (FEPALC) – the regional organization of IFJ, whose Vice Presidency FECOLPER has –

created the Gender Council with representatives from all the affiliated organizations. FEPALC expects to use the gender work in Colombia as a pilot project that can be replicated throughout the rest of the continent. The sustainability of the project is thus assured through the strengthening of the Gender Council as well as the project's basis for future gender initiatives.

#### **11. FRAMEWORK OF MONITORING:**

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with FECOLPER and the trainers participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

#### **12. EVALUATIONS CARRIED OUT:**

The UNESCO/IFJ handbook "Getting the Balance Right: Gender Equality in Journalism" responded to the demonstrated need to assist people working in the media to assess progress on gender equality, identify challenges, and contribute to local, regional and global debates leading to the formulation of concrete policies to promote gender equality and the advancement of women worldwide. The handbook aims to address the many existing gender-based inequalities in the media sector. Part one of the handbook is devoted to evaluating the role of women journalists, citing statistics such as "57% of all television news presenters [are] women, yet only 29% of all news items [are] written by women.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The beneficiary agency undertakes to report on project progress on a four-month basis to the UNESCO Quito office. Additionally, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Eduardo Márquez (President, FECOLPER) will prepare the reports.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country:**

<b>PROJECT N BUDGET CODES</b>	<b>FUNDS (US \$)</b>	<b>PROJECT TITLE</b>	<b>PERIOD</b>
PDC/3COL/21 350-COL-31 350-COL-61	<b>30,000</b> <b>70,000</b>	<b>COLOMBIA: BOOK PUBLISHING AND DISTRIBUTION</b>	1982 -1987
PDC/7COL/01 350-COL-71 350-COL-81	<b>35,000</b> <b>15,000</b>	<b>AUDIO-VISUAL UNIT (UNISUR)</b>	1987 -1990
PDC/8COL/02 350-COL-82	<b>25,000</b>	<b>ESTABLISHMENT OF A MEDIA UNIT IN THE MINISTRY OF NATIONAL EDUCATION WITH THE NECESSARY STAFF AND TECHNICAL EQUIPMENT</b>	1988 -1990
PDC/9COL/01 350-COL-91	<b>20,000</b>	<b>INFLUENCE OF THE SOCIAL COMMUNICATION MEDIA ON CHILDREN</b>	1989 -1991
PDC/12COL/01 352-COL-21	<b>98,000</b>	<b>SUPPORT VIA MASS COMMUNICATION MEDIA TO PREVENT DRUG-RELATED PROBLEMS</b>	1992 -1995
PDC/13COL/01 352-COL-31	<b>50,000</b>	<b>RADIO PRODUCTION ON CENTRE FOR THE COLOMBIAN COAST</b>	1993 -1996
PDC/15COL/01 352-COL-51	<b>45,000</b>	<b>COMPREHENSIVE PUBLIC INFORMATION SYSTEM FOR THE ADVANCEMENT OF WORKING WOMEN</b>	1995 -1997
PDC/18COL/01 352-COL-81	<b>30,000</b>	<b>SUPPORT FOR LOCAL RADIO STATIONS</b>	1998 -1999
PDC/48 COL/01 354-COL-5041	<b>18,000</b>	<b>ORGANIZATIONAL STRENGTHENING AND COORDINATION WITH COMMUNITY MEDIA IN COLOMBIA</b>	2005-2006
PDC/51 COL/01 354-COL-5061	<b>30 000</b>	<b>COLOMBIA: COMMUNICATION FOR RECONCILIATION AND HUMAN RIGHTS</b>	2007-2008
PDC/52 COL/01 354-COL-5071	<b>24,200</b>	<b>COLOMBIA :SEMINAR-WORKSHOP "JOURNALISM IN CONFLICT / POST-CONFLICT AREAS IN COLOMBIA"</b>	2008-2009

PDC/54 COL/01 354COL 5091	33,000	COLOMBIA: STRENGTHENING INVESTIGATIVE JOURNALISM WITH INFORMATION AND COMMUNICATION TECHNOLOGIES	2010-2011
		TOTAL COLOMBIA: US\$ 499,000	

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b>5 REGIONAL WORKSHOPS</b>		
<b>Transportation for regional workshop participants:</b>		3 380
<ul style="list-style-type: none"> <li>• Caribe regional workshop (18 journalists travelling to workshop at average of \$28 per round trip) (18 x \$28 = \$504)</li> <li>• Centro-oriental regional workshop (18 journalists travelling to workshop at average of \$65 per round trip) (18 x \$65 = \$1170)</li> <li>• Amazónica y sur regional workshop (16 journalists travelling to workshop at average of \$28 per round trip; 2 journalists travelling by plane at \$180 per round trip) (16 x \$28 = \$448; 2 x \$180 = \$360)</li> <li>• Cafetera regional workshop (18 journalists travelling to workshop at average of \$26 per round trip) (18 x \$26 = \$468)</li> <li>• Sur occidental regional workshop (18 journalists travelling to workshop at average of \$24 per round trip) (18 x \$24 = \$432)</li> </ul>		
<b>Travel to regional workshops for trainers:</b>		1 550
<ul style="list-style-type: none"> <li>• Caribe regional workshop (1 Bogota air ticket at \$200)</li> <li>• Centro-oriental regional workshop (1 Barranquilla air ticket at \$200)</li> <li>• Amazónica y sur regional workshop (1 Bogota air ticket at \$150; 1 Barranquilla air ticket at \$220)</li> <li>• Cafetera regional workshop (1 Bogota air ticket at \$150; 1 Barranquilla air ticket at \$248)</li> <li>• Sur occidental regional workshop (1 Bogota air ticket at \$160; 1 Barranquilla air ticket at \$ 220)</li> </ul>		
Meals for participants, trainers and coordinator (25 people total) (\$20 per day x 25 people x 10 total days of workshops)		5 000
Accommodation for participants, trainers and coordinator (\$50 average accommodation per night x 25 persons x 10 nights(2 nights per workshop))		12 500
Rental of workshop lounge (\$140 x 5 workshops)		700
<b>NATIONAL MEETING</b>		
Transportation to Bogota (50 participants x average travel \$138 = \$6 900)		6 900
Meals for participants, trainers and coordinator (55 people total) (\$20 per day x 55 people x 2 total days of workshops)		2 200
Accommodation (\$80 per night x 40 visiting participants x 2 nights)		6 400
Systematization and production of on-line training module		1 000
<b>TOTAL:</b>		<b>US\$ 39 630</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

Project coordinator (12 months)	4 000
Communication costs (12 months)	1 000
Use of laptop	1 000
Printing of training materials	2 000
Contingencies	500
<b>TOTAL:</b>	<b>US\$ 8 500</b>

# CUBA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING COMMUNITY MEDIA CAPACITIES IN JAIMANITAS COMMUNITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 CUB/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Support for training in community communication and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 49 440
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 840
<b>9.</b>	<b>BENEFICIARY BODY</b>	Community Center <i>Playa VI –Jaimanitas</i> Calle 3era A y 242, Jaimanitas La Habana, Cuba Telf. (537) 2720616
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office in Havana Isabel Viera, National Program Officer, Communication and Information
<b>11.</b>	<b>PROJECT LOCATION</b>	Jaimanitas Community, Havana, Cuba
<b>12.</b>	<b>PROJECT PREPARED BY</b>	José A. Martín, vice-president, UPEC (Union of Cuban Journalists) Ernesto Rodríguez, vice-president, JCCE (Infocenters Youth Clubs) Isabel Viera, NPO/CI, UNESCO Havana
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media system in Cuba is mostly based on public broadcasting television and radio stations, newspapers and thematic magazines. Most of them have a primarily social function and are owned by public institutions, social organizations and non-profitable press agencies. According to 2010 reports, there are more than 790 specialized periodical publications destined to specific topics. Out of them 224 are digital or electronic publications. In the last 15 years, even though Cuba does not have a high Internet access rate (14,2 per 100 inhabitants in 2009), many digital or electronic publications have been created and flow through the national and global electronic networks as well as through cell phones, flash drives and other external drives and devices. The population has an increased knowledge on these resources, as well as increased access to the circulating information.

The community of Jaimanitas and the neighbouring community of Santa Fe located on the north coastal region of Havana province, barely a few kilometres away from the Cuban capital, are composed mostly of fishermen, crafts makers, artists and intellectuals. They have access to five radio stations of national outreach, three provincial radio stations, four national television channels and one territorial TV station. Because of the strong belonging feelings of this community, their traditions, believing, cultural development and experience in implementing social projects, it would be very useful for those who live and work in the community to develop a local media outlet in which they would express themselves about their own concerns, reality and needs.

The project will focus in the category of community media development. Under the guidance of media trainers and practitioners, the infocenter facilities will be used for training people on the techniques for the research, preparation and dissemination of information, as well as for using digital video and photographic cameras, cell phones equipped with multimedia access and other similar devices with the objective of producing a periodical digital magazine. Many important topics, mainly related to the community live and culture, will be addressed through this media outlet. Among them, health care, women and youth local concerns, the impact of the climate change on coastal communities, the protection of the population in response to natural disasters, the challenges imposed to SIDS regarding the conservation of the cultural and natural heritage, and so on.

Furthermore, the proposal aims at enhancing the media capacities of the neighbours themselves, who are the users of the infocenter. It will encourage community members to develop their own potentials and media abilities to manage the production and distribution of the multimedia-based periodical magazine. This experience can be a reference for other infocenters of the network.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of this project would be the neighbours, including media practitioners, of the community of Jaimanitas. The community, which is located in the coast, a few kilometres away from the Cuban capital, is composed mostly of fishermen, crafts makers and artists.

### **3. DEVELOPMENT OBJECTIVE:**

To use media as a platform for democratic participation and local development, by enhancing community media capacities (technological and human) through the community infocenter. The community members will be both, objects and protagonists, in the creation of local news and multimedia contents and the production and distribution of their own media outlet (a periodical digital magazine).



**4. IMMEDIATE OBJECTIVE:**

- To enhance community capacities to effectively use local media for self-expression, and sharing and accessing knowledge.

**5. PROJECT OUTPUTS:**

- 80 community members trained in community journalism, as well as in creating multimedia materials.
- A well-equipped center with the necessary facilities to produce news and multimedia contents, as well as to improve access to information and knowledge sharing.
- A digital magazine produced by the community reflecting various topics related to social and cultural aspects of the community.
- A systematized dossier for replicating this experience including the workshops methodology and all training materials.

**6. ACTIVITIES:**

- In-site meetings to organize and coordinate the project. Selection of the project management team.
- Selection and designation of the professional support team
- Design of the methodology for the workshops, as well as preparation of trainings and educative materials for each one of them
- Procurement and installation of the equipment. The existing equipment installed in the infocenter will be reinforced to allow the production of quality multimedia contents.
- Call for participation
- Training workshop on community journalism including writing and editing news on the social, cultural and economic situation of their locations as well as interviews preparation, recording, editing and production; digital photography; digital video recording, editing, and production
- Training workshop on ICT Production of multimedia including Internet research, graphic design, design and web design. Preparation of the dummy of the Multimedia Magazine
- Digital publication of the first issue of the community periodical magazine.
- Preparation of the dossier
- Monitoring
- Reporting and evaluation
- Final Report

**7. PROJECT INPUTS:**

- Instructors and consultants
- Trainings methodology and materials
- Equipment
- Adequate software
- Classrooms and facilities for the two workshops
- Local transportation and communication
- Office and informatics supplies

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
In-site meetings to organize the project coordination and planning. Agreeing on work team. Fine-tuning of the proposal.	■											
Selection and designation of the professional support team (journalists and ICT trainers and experts).	■											
Design of the methodology for the trainings. Preparation of trainings and educative materials.		■	■									
Procurement and installation of equipment		■	■									
Call for participation and selection process			■	■	■							
Training workshop on community journalism						■	■	■	■	■		
Training workshop on ICTs and access to information						■	■	■	■	■		
Digital publication of the first issue of the periodical magazine										■	■	
Preparation of the dossier including all training materials										■	■	
Monitoring	■	■	■	■	■	■	■	■	■	■	■	■
Reporting and evaluation				■				■				■
Final Report												■

## 9. INSTITUTIONAL FRAMEWORK:

Youth Clubs are a network of technological entities created in 1987 aimed at contributing to the informatization of Cuban society. They provide regular courses, mostly on informatics and electronics for community members, and at the same time, they participate, give space and support all the cultural and social processes that take place in the community. There are 612 similar centers in the whole country, including in rural and isolated communities. They play a decisive role in the socio-cultural life of the community and give citizens possibilities for individual development.

This network provides information services through 15 provincial portals and websites that publish news on current events both of general and territorial interest, as well as on-line forum and debates platforms. It also produces a periodical magazine “Tino”, dedicated to community informatics. The digital publication, reaches more than 17 000 readers per issue in 19 countries.

The center in Jaimanitas community, beneficiary of this project, consists of five regular workers. It was built in 2005 and the facility is in good technical conditions. The existing equipment installed there will be used for the project, but even though, a strong equipment inversion is needed to support the training in and the production of the media outlet.

Other persons and institutions in the community would be directly involved in the project, such as journalists and communication professionals who live in Jaimanitas. One of them is the famous painter, sculptor, and engraver José Fúster, who has also developed a community art project that has transformed the village and turned it into a world-reference enclave.

The relationship previously established by the Youth Clubs movement with the UNESCO Regional Office in Havana set a good background for the implementation of this project.

## **10. SUSTAINABILITY:**

Once the assistance from the IPDC finishes the program will continue operating and improving itself over a long-term basis mostly through the inclusion of the training activities in the regular training program of the infocenter, as well as through the regular publication of the periodical multimedia magazine which interests the community, its local organizations and projects. After the project investment the infocenter will be well-equipped for this purpose and its instructors will be prepared to contribute to those purposes.

The sustainability of the projects achievements will be also ensured through:

- the capacities acquired by community members allowing them to practice citizens journalism and to create quality local content;
- The strong links and synergies established with other cultural and social community projects of great impact in the community. They will also benefit from the project results and therefore they have pledge their contribution;
- The stable mutual beneficating relations established with main community organizations and dynamics, ensuring their commitment and support without losing the necessary independence.

The further use of the project dossier, including the systematization of the project results, the training methodology and the training materials will allow the easy replication of the project in other communities.

## **11. FRAMEWORK OF MONITORING:**

The implementation of the project will be monitored by the UNESCO Havana Office and the UPEC-Unión de Periodistas de Cuba (Union of Cuban Journalists) which is the union association of Cuban journalists, created in 1963, will collaborate in the monitoring.

## **12. EVALUATIONS CARRIED OUT:**

There have been several cultural and social community projects in Jaimanitas successfully implemented and proving the preparedness and willingness of the community to engage in local development.

Previously taught courses on Photoshop and the drafting of internal publications of historic theme about the community of Jaimanitas point out to the achievement of the expected results

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The infocenter *Youth Club Playa VI –Jaimanitas* in collaboration with UPEC, undertakes to report on project progress on a four-month basis to the UNESCO Havana Office. It will include the submission of a comprehensive final report describing the extent to which the immediate objective of the project was achieved illustrated with project images. The name and title of the person who will prepare and submit the reports should be indicated. Person responsible for the project: Yokiana Pérez, director of the infocenter.

## **C. ADDITIONAL INFORMATION**

As preparatory activity for this project a field evaluation was carried out on the impact of community communications in Jaimanitas community, as well as a meeting with cultural promoters, community natural leaders and specialists from the Youth Club.

**Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/11CUB/01 352-CUB-11	68,000	CUBA ESTABLISHMENT OF THE NATIONAL COMMUNICATION SYSTEM (SINDOC)	1991 -1994
PDC/12CUB/01 352-CUB-21 352-CUB-41	48,000 30,000	TV SERRANA (HIGHLAND TELEVISION)	1992 -1996
PDC/16CUB/01 352-CUB-61	50,000	AUTOMATION OF THE NATIONAL INFORMATION AGENCY (AIN)	1996 -1998
PDC/17CUB/01 352-CUB-71	40,000	COMMUNITY RADIO IN THE COCODRILO REGION	1997 -1998
PDC/20CUB/01 353-CUB-01	40,000	STRENGTHENING THE PROGRAMMING OF THE PROVINCIAL TELECENTRES IN PARTNERSHIP WITH LOCAL COMMUNITIES	2000 -2003
		<b>TOTAL CUBA: US\$ 276,000</b>	

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

**I. EQUIPMENT**

EQUIPMENT/ MODEL	UNIT PRICE	QTY.	TOTAL COST
PC Server HP PROLIANT 2GB/NHP/250GB/SATA/RAID	1 180	1	1 180
PC HP IPAQ 214 256/128MB/624MHZ	590	2	1 180
Monitor LCD VIEWSONICVA1932TFT 19PULG	235	3	705
CAMARA DIGITAL SONY CYBER-SHOT DSCHX1	640	3	1 920
MINI DISK EXT. 80GB SATA IMS25ST80B	105	2	210
SCANNER HP SCANJET 5590 COLOR 2400 ADF 50 HOJ USB	355	1	355
AIR-PCM352 350 SERIES WLS PCCARD 128BIT	190	3	570
ADAPTADOR USB P/RED INALAMBRICA NETGEAR 54MBPS USB	65	3	195
TARJ EDICION VIDEO PINNACLE LIQUID 7 PRO	990	1	990
UPS AMERICAN POWER PRO BP420S 110V C/ESTABILIZADOR	260	3	780
COMPACT FLASH MAMORY 2GB A-DATA	25	10	250
MICROPHONE	2	5	10
LOGITECH LABTEC ELITE 810 HEADPHONE	15	4	60
SPEAKERS CYBER ACOUSTICS CA-2016 4WATT(RMS) USB	20	4	80
DIGITAL RECORDER PANASONIC	75	5	375
IMPRESORA HP LASERJET COLOR	560	1	\$560
<b>EQUIPMENT SUBTOTAL:</b>			<b>9 420</b>

**II. TRAINING**

Two-week training workshop on community journalism. The workshop will be repeated 5 times with 20 participants each of them

Trainers fees (2 trainers x 15 days x \$25)	750	4	3 000
Coffee breaks/snacks (20 participants x 15 days x \$3)	900	4	3 600
Training materials	100	4	400

Subtotal for 5 two-week training workshops on community journalism:			7 000
Two-week training workshop on ICTs and multimedia creation. The workshop will be repeated 5 times with 20 participants each of the			
Trainers fees (2 trainers x 15 days x \$25)	750	4	3 000
Coffee breaks/snacks (20 participants x 15 days x \$3)	900	4	3 600
Training materials	100	4	400
Subtotal for 5 two-week training workshops on ICTs and multimedia creation:			7 000
<b>TRAINING SUBTOTAL:</b>			<b>14 000</b>
<b>III. GENERAL COSTS</b>			
Local transportation (rental/fuel)			300
Computer tables	\$55.00	4	220
Office supplies: tonner, paper, pens, pencils, notebooks, board markers)			1 400
Evaluation			1 500
<b>GENERAL COSTS SUBTOTAL:</b>			<b>3 420</b>
<b>TOTAL:</b>			<b>US\$ 26 840</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> (in US dollars)	
Project Manager and team (12 months x 2 staff x \$500)	12 000
Premises and general services for all the workshops (classroom, electricity, water, etc.)	3 600
Installed equipment and Intranet (5 LTEL Celeron desktop computers)	6 000
Contingencies	1 000
<b>TOTAL:</b>	<b>US\$ 22 600</b>

# DOMINICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING WORKSHOP ON RAISING GENDER AWARENESS THROUGH MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 DOM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3- Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial Support for training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 43 400
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 24 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	CDP- Colegio Dominicano de Periodistas (Dominican College of Journalism) Contact person: Lic. Aurelio Henríquez, President of CDP
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information <a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	Santo Domingo, Dominican Republic
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Lic. Aurelio Henríquez, President of CDP Isabel Viera, NPO, CI UNESCO Cluster Office in Havana
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **PROJECT JUSTIFICATION:**

Journalists and media play a very important role in raising gender awareness in today's world. The media's correct handling of gender issues has an enormous effect in the way people understand and support gender equality. Usually, introducing gender related policies and laws is not enough to succeed in fighting against women discrimination. Behaviors, values, judgments, roles, stereotypes, prejudices and so on, must be changed. Media has the responsibility of influencing positively in this process.

Therefore, it is necessary to provide media professionals with the knowledge and skills necessary to recognize and to address gender issues in all communication process and to be gender-sensitive while producing news and reporting objectively.

The Dominican Republic is part of these realities. Thus, the project aims at training Dominican journalists to be well prepared to promote a genuine and fair image of Dominican women and to contribute to the goal of gender equality- one of two global priorities of UNESCO in its Medium-Term Strategy for 2008-2013. The booklet "Getting the Right Balance" published by UNESCO and IFJ will be used in the training program as a reference and a resource material.

This training project will also contribute to the 35 C5 expected results:

- Gender perspectives in media content promoted through media training
- Strengthening media capacities to avoid stereotyping women

### 2. **DESCRIPTION OF THE TARGET GROUP:**

35 journalists and/or media professionals, including media trainers, editors, reporters and special correspondents, representing various types of media (alternative media, community media, press, TV and radio, etc.) and selected from all over the country. The group will include four media trainers from two neighbor countries (Haiti and Cuba). The selection of participants will include gender criteria to foster equal opportunities for both men and women.

### 3. **DEVELOPMENT OBJECTIVE:**

To increase gender awareness (on general audience) and to promote a non-discriminative women image through media by training media professionals on how to be gender-sensitive while reporting objectively.

### 4. **IMMEDIATE OBJECTIVE:**

To train 35 journalists or media professionals in gender sensitive reporting so they will acquire the skills and knowledge to be able to promote gender equality through media.

### 5. **PROJECT OUTPUTS:**

- 35 journalists and/or media professionals (including trainers) trained in gender sensitive reporting and having acquired the skills and knowledge to be able to promote gender equality through media and/or to replicate the workshop
- A multimedia with the workshop contents. Including a memoir summarizing the project's development, results, lessons learnt, etc. so it can be further replicated.
- Better quality gender sensitive news and information distributed through media

## 6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Fine-tuning of workshop concept and outline;
- Distribution of a call with national scope to journalists from all country regions for the workshop;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshop;
- Selection of participants;
- Organization of the workshop;
- Arrangements for local transportation and accommodation;
- On-going four-day workshop on gender sensitive issues for 30 journalists;
- Producing and delivering a multimedia storage device with workshop contents;
- To promote the project through mailing lists and other information tools;
- Preparation of monitoring and evaluation reports;

## 7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Conference rooms and equipment for the workshop;
- Training material and supplies;
- Storage media for educational purposes;
- Participants' transportation, accommodation and meals expenses;
- Suitable hardware and software;

## 8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team	■											
Identifying the work processes and objectives		■										
Fine-tuning of workshop concept and outline		■										
Distribution of a call with national scope to journalists from all country regions for the workshop			■	■								
Selection and contracting of instructors and consultants			■	■								
Preparation of the training materials for the workshop			■	■	■							
Selection of participants					■	■						
Organization of the workshop			■	■	■	■	■					
Arrangements for local transportation and accommodation							■	■				
On-going four-day workshop for 25 journalists								■	■			
Producing and delivering a multimedia storage device with workshop contents								■	■			
Monitoring and evaluation	■	■	■	■	■	■	■	■	■	■	■	■
Progress report					■							
Final report												■



## 9. INSTITUTIONAL FRAMEWORK:

The Dominican College of Journalists was legally created by Law 10-91, promulgated on May 7, 1991. It gathers and represents those who practice journalism as a profession in Dominican Republic.

Its mission is to defend freedom of expression, press freedom and the citizen's right to access accurate information of its interest. One of its main objectives is to facilitate professional and technical education and training for journalists and media workers.

The College has a long history of organizing activities and particularly training initiatives for Dominican journalists and media professionals.

## 10. SUSTAINABILITY:

Based on the resulting multimedia, the workshop will be conducted on a regular basis. Further editions will establish a very economic fare for participants.

## 11. FRAMEWORK OF MONITORING:

Project implementation will be monitored by UNESCO Cluster Office in Havana.

## 12. EVALUATIONS CARRIED OUT:

- Previous experiences of training projects implemented by the CDP have been evaluated by external parties as very good and have proven to be successful.
- The relevance of the workshop subject has been proved through informal discussions with media professionals.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The CDP undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Aurelio Henríquez, President, CDP.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/13DOM/01 352-DOM-31	50,000	DOMINICAN REPUBLIC :ASSISTANCE TO TRAIN YOUNG PEOPLE TO PRODUCE COMMUNICATION FOR DEVELOPMENT PROGRAMME	1993 -1996
PDC/18DOM/01 352-DOM-81	35,000	STRENGTHEN THE NETWORK OF POPULAR DEVELOPMENT-ORIENTED RADIO STATIONS	1998 -1999
PDC/49 DOM/01 354-DOM-5051	15,000	STRENGTHENING OF FREEDOM OF EXPRESSION IN DOMINICAN REPUBLIC	2006-2007
PDC/54 DOM/01 354 DOM5091	23,100	DOMINICAN REPUBLIC: PROMOTING BEST PRACTICES IN JOURNALISM IN THE AGE OF THE INTERNET: ETHICS, CHALLENGES AND INNOVATION	2010-2011
		TOTAL DOMINICAN REPUBLIC: US\$ 123,100	

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b>Four-day workshop on promoting gender equality through media/35 participants</b>	
Transportation for 16 participants not living in Santo Domingo (approximately)	800
Accommodation (with breakfast and dinner) for 16 journalists not living in Santo Domingo for 5 nights (16 participants x 5nights x \$85USD)	6 800
Meals and gastronomy services during the workshop- lunches and coffee-breaks (35 participants x 4 days x \$35usd)	4 900
Trainer Fees (1 professor x 4 days x \$100USD)	400
Meeting room and equipment rental (4 days x \$200)	800
Reproduction of Workshop's materials	600
Office Supplies	300
Promoting material	500
Local transportation	400
Communications costs	200
Reporting	1 500
Production and distribution of a Multimedia with workshop contents	2 500
<b>Cluster's Participants</b>	
Air ticket (2 Cuban journalist x \$700)	1 400
Air ticket (2 Haitian journalist x \$400)	800
Airport Tax+Visa+Terminal Fares (4 cluster participants x \$100)	400
Accommodation (with breakfast and dinner) for 4 cluster participants- 2 from Haiti and 2 from Cuba (4 participants x 5nights x \$85)	1 700
<b>TOTAL:</b>	<b>US\$ 24 000</b>

### Breakdown of the beneficiary agency's contribution (in US dollars)

Establishing the project implementation team and designating the project coordinator (12 months)	11 400
Selection and contracting of instructors	1 800
Preparation of the training materials for the workshop	800
Administrative and secretarial support	5 400
<b>TOTAL:</b>	<b>US\$ 19 400</b>

# ECUADOR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING IN SECURITY, LAW, ACCESS TO INFORMATION AND SELF-REGULATION FOR JOURNALISTS WORKING IN HIGH-RISK ZONES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 ECU/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 37 100
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 23 600
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Andean Foundation for Observation and Study of the Media (Fundamedios)
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Rosa M. González Communication and Information Adviser for the Andean Countries, UNESCO, Quito
<b>11.</b>	<b>PROJECT LOCATION</b>	Ecuador
<b>12.</b>	<b>PROJECT PREPARED BY</b>	César Ricaurte, Director of Fundamedios, with the assistance of UNESCO/Quito
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Andean Foundation for Observation and Study of the Media (Fundamedios) is a civil-society organization created in 2007 in Ecuador. Its main work is to support media and journalists, and defend freedom of speech. Therefore, the Organization has established a Network to Monitor Threats to Freedom of the Press, which records the ongoing aggressions received by people related to journalism, in order to warn about cases when freedom of speech is being undermined. Evaluations based on Network data show that journalism in Ecuador is practiced in a hostile environment of confrontation. In 2009, for example, 103 attacks against the freedom of the press were recorded, including: physical aggression, threats, destruction of equipment and materials, and interference with coverage, among others. Another threat to freedom of speech detected by Fundamedios is the difficulty journalists have in accessing information they request. In this field, secrecy continues to reign, and most public institutions do not abide by the law.

Aggression and lack of compliance in granting access to information interfere with full exercise of freedom of speech. Moreover, in Ecuador, cases of defamation continue to be prosecuted under criminal law, making it urgent for journalists to learn how to defend and enforce their rights. Journalists must know their rights and responsibilities within the national legal framework, but also the international mechanisms to protect and promote human rights. Therefore, the project will offer journalists integrated training covering security and rights for journalists, as well as media ethics and self-regulation, to address the different angles that they require to practice journalism responsibly.

For this project, training workshops must be provided for those journalists habitually most exposed to aggression and threats because they work in high-risk zones. The Fundamedios Network has identified four provinces of Ecuador where a high rate of aggression against journalists has been recorded: El Oro, Esmeraldas, Manabí and Sucumbíos. In these zones, journalists have no rigorous training or safety standards. These zones have a high rate of insecurity, with mercenary murders and problems with the Colombian guerrilla. This project will provide journalists working in these zones with key techniques for self-defense, legal instruments that will enable them to enforce their rights, knowledge about how to access information to demand greater transparency from public institutions and ethical principles to reinforce and improve the quality of their work. Aware that journalists receive little support to improve their working conditions and little training in these topics, Fundamedios proposes to distribute these four modules through its Website, where journalists from anywhere in the country can download the on-site workshops' contents free of charge. This way, training focusing on the high-risk provinces can be shared with the other areas. At the same time, this will be a constant source of reference material for journalists.

### 2. DESCRIPTION OF THE TARGET GROUP:

First beneficiary group: 60 journalists working in high-risk zones of Ecuador, specifically in the provinces of El Oro, Esmeraldas, Manabí and Sucumbíos, will receive workshops on personal security, law for journalists, techniques to access information public and ethics and self-regulation.

- 15 journalists from the media of El Oro
- 15 journalists from the media of Manabí
- 15 journalists from the media of Esmeraldas
- 15 journalists from the media of Sucumbíos

Second beneficiary group: Journalists nationwide can download, free of charge, the contents of the four training modules from the Fundamedios Website.

### **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to building capacities of journalists working in high-risk zones, to promote freedom of speech, pluralism and diversity in zones where the practice of journalism is being threatened.

### **4. IMMEDIATE OBJECTIVE:**

60 journalists from Ecuador's high-risk zones will acquire skills in using security techniques to protect their lives in the event of violence, social disturbance or intentional aggression. They will obtain or enhance their knowledge about legal instruments, both national and international, to make their rights enforceable and strengthen the quality of their work, by deepening their ethical principles and self-regulation.

### **5. PROJECT OUTPUTS:**

- 60 journalists who can defend themselves in a risky situation.
- 60 journalists who are familiar with the nation's legal framework and international instruments and use these tools to enforce their rights.
- 60 journalists prepared to request information and turn to judicial authorities if their requests are denied.
- 60 journalists apply journalistic ethics and self-regulation in their daily work.

Journalists nationwide have ongoing access to the four integrated training modules.

### **6. ACTIVITIES:**

The project consists of integrated training workshops distributed in four modules of 1 day each: security, law for journalists, access to information and ethics and self-regulation by the media for journalists working in high-risk zones of Ecuador, specifically in the provinces of: El Oro, Manabí, Esmeraldas and Sucumbíos. The workshops will last four days each (1 day per module).

The contents of the training will then be provided for journalists throughout the country, through the Fundamedios Website, by downloads at no cost.

- Workshop 1 in the city of Machala, El Oro, for 15 journalists, for 4 days of duration.
- Workshop 2 in the city of Portoviejo, Manabí, for 15 journalists, for 4 days of duration.
- Workshop 3 in the city of Esmeraldas, Esmeraldas, for 15 journalists, for 4 days of duration.
- Workshop 4 in the city of Lago Agrio, Sucumbíos, for 15 journalists, for 4 days of duration.

Publicity in the media about the downloads free of charge of the four training modules (security, law for journalists, access to information, ethics and self-regulation by the media)

### **7. PROJECT INPUTS:**

To achieve the proposed outcomes, the following resources are required:

#### Requests from IPDC:

- Four trainers (one specialist in security, one specialist in law for journalists, one expert in access to information, and one specialist in media ethics and self-regulation)
- Four workshop rooms (equipped with a projector for still images and video, and chalkboards)
- Design and printing of informative brochures for the media on the four training modules that can be downloaded free of charge.
- Systematizing the contents of the four modules for Web downloads.

- Materials for the four training modules (note block, photocopies, folders, pens)
- Transport and lodging for trainers
- Food for trainers and participants
- Contributions by Fundamedios:
- One project coordinator to organize workshop implementation and prepare technical and financial reports.
- One general assistant to help coordinate the project
- Equipped office (telephones, electronic equipment, inputs)
- Fundamedios Website

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Organize workshop logistics (choose locations, lodging, transportation and food)	■						
Choose trainers	■						
Prepare materials		■					
Design and print informative brochures for the media on the four training modules that can be downloaded free of charge from the Fundamedios Website.		■	■				
Invite journalists from El Oro, Manabí, Esmeraldas, and Sucumbíos to the workshops		■					
Workshop 1 El Oro			■				
Workshop 2 Manabí			■				
Workshop 3 Esmeraldas			■				
Workshop 4 Sucumbíos			■				
Systematize the contents of the four modules for the Web.				■			
Upload to the Fundamedios Website the contents systematized for online downloads free of charge.				■			
Distribute the information brochures in the media about the four training modules available on the Fundamedios Website to download at no cost					■		
Evaluation						■	
Reporting							■

## 9. INSTITUTIONAL FRAMEWORK:

The Andean Foundation for Observation and Study of the Media (Fundamedios) was created under Ministry Resolution No. 267 of 20 April 2007 by Ecuador's Ministry of Social Welfare. It is a civil-society organization providing support for media and journalists. It is the first Ecuadorian organization working to defend freedom of speech, and has earned great prestige for its work over the years, with the legitimacy to get on the national agenda to discuss issues of free speech such as government publicity, management of the public media, the nature of government's national broadcasts and de-criminalizing the so-called "crimes of opinion". Fundamedios has alliances and works together with many international institutions.

## 10. SUSTAINABILITY:

Fundamedios proposes for this project's training to be ongoing for journalists and easy-to-access, without scheduling difficulties. That is why it is important to provide the contents of the four modules via online downloads, at no cost, for journalists everywhere in the country, regardless of their locations or types of media, to generate a multiplier effect with the knowledge.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with ILLA and the trainer participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by UNESCO Quito Office. César Ricaurte, director of Fundamedios, will prepare the reports.

## 12. EVALUATIONS CARRIED OUT:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7ECU/01 350-ECU-71	45,000	ECUADOR :DISTANCE TEACHING	1987 -1991
PDC/9ECU/02 350-ECU-91 520-ECU-61 (FIT-FRANCE)	30,000 10,170	PROGRAMME FOR THE RECOVERY AND SAFEGUARD OF NATIONAL MOVING IMAGES	1989 -1992
PDC/13ECU/01 352-ECU-31	69,000	COMMUNICATION POLICIES AND STRATEGIES FOR THE IMPROVEMENT OF BASIC EDUCATION	1993 -1995
PDC/15ECU/01 352-ECU-51	45,000	NATIONAL COMMUNICATION NETWORK FOR CULTURE	1995 -1997
PDC/23 ECU/01 548-ECU-5000 FIT-LUXEMBOURG	31,000	RESTRUCTURING OF THE RADIO STATION OF THE CASA DE LA CULTURA ECUATORIANA	2004-2005
PDC/48 ECU/01 354-ECU-5041	18,000	CAPACITY STRENGTHENING OF THE COMMUNITY RADIO "THE VOICE OF IMBABURA"	2005-2006
PDC/49 ECU/01 354-ECU-5051	22,000	COMMUNITARIAN JOURNALIST TRAINING	2006-2007
PDC/51 ECU/01 354-ECU-5061	20,000	ECUADOR: WOMEN AND RADIO ON LINE	2007-2008
PDC/53 ECU/01 354-ECU-5081	9,600	SUPPORT TO THE PUBLICATION OF THE BILINGUAL KICHWA- SPANISH MONTHLY NEWSPAPER "WIÑAY KAWSAY"	2009-2010
PDC/54 ECU/01 354 ECU 5091	27,500	ECUADOR: ANIMACIÓN ANDINA/ ANDEAN ANIMATION.	2010-2011
		<b>TOTAL ECUADOR: US\$ 318,060+US\$ 10,000(FUNDS-IN-TRUST)</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Air travel for international security-expert trainer (round trip) for module 1 of workshops 1 to 4	1 000
Fee for international security-expert trainer for Module 1 of Workshops 1 to 4 (\$200 x 1-day module on security x 4 workshops)	800
Fee for one local trainer specializing in law for journalists (national legal framework and international instruments) for Module 2 of Workshops 1 to 4 (\$150 x 1-day module on legal framework x 4 workshops)	600
Fee for one local trainer who is an expert in accessing information for Module 3 of Workshops 1 to 4 (\$150 x 1-day module on access x 4 workshops)	600
Fee for one local trainer specializing in media ethics and self-regulation for Module 4 of workshops 1 to 4 (\$150 x 1-day module x 4 workshops)	600
Transport for 4 trainers (of 4 modules of workshops 1 to 4) and project coordinator within the country (domestic airfare \$150 x 4 cities x 5 persons)	3 000
Food and lodging for 4 trainers (4 trainers x \$100 x 4 days)	1 600
Lodging for coordinator (1 coordinator x \$60 x 16 days)	960
Food for participants and coordinator (\$35 x 60 participants + coordinator x 4 days)	8 540
Four rooms for workshops (equipped with data projector and chalkboards)	2 000
Design and printing of informative brochures for the media on the four training modules that can be downloaded free of charge (1000 copies).	1 000
Systematizing the contents of the four modules for Web and updating the Website with the contents	2 000
Materials for the four training modules (note block, photocopies, folders, pens)	900
<b>Total:</b>	<b>US\$ 23 600</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator (\$500 x 7 months)	3 500
General assistant (\$350 x 7 months)	2 450
Equipped office (telephones, electronic equipment, inputs)	2 000
Costs of communication (for 7 months)	350
General services (for 7 months)	800
Fundamedios Website	4 000
Partial and final reports	400
<b>Total:</b>	<b>US\$ 13 500</b>



# EL SALVADOR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING IZCANAL COMMUNITY RADIO AND TELEVISION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 ELS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 70 800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 300
<b>9.</b>	<b>BENEFICIARY BODY</b>	Izcanal TV and Radio
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO SAN JOSE
<b>11.</b>	<b>PROJECT LOCATION</b>	El Salvador
<b>12.</b>	<b>PROJECT PREPARED BY</b>	JOSE LUIS GAVIRA (Executive Director) Primera Calle Poniente Final 1 Av. Sur, Nueva Granada, Usulután, El Salvador. Correo electrónico: <a href="mailto:izcanal@gmail.com">izcanal@gmail.com</a> pagina web: <a href="http://www.izcanal.org">www.izcanal.org</a> . (503) 26282086
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Dominated by private operators and international channels, El Salvador's media dedicates most of its air time and newspaper space to entertainment, political debates and other income and ranking-generating programs. The coverage of issues and concerns of vulnerable and economically disadvantaged communities is not high on the national agenda. Journalists do not invest their time in investigating issues that are of importance to local communities and fail to give voice to voiceless at the debates on national strategies and their implications at the local level. The diversity of needs and concerns of vulnerable groups and marginalized communities is constantly overlooked, and crucial issues such as human rights, environmental risks, gender equality, children rights, food security among others, are rarely reflected in news broadcasts. Given this situation, strengthening of Salvadoran community media is vital to freedom of expression, democracy and social inclusion. The Izcanal Foundation (<http://www.izcanal.org>) is one of the leading community media in El Salvador. It manages Izcanal radio -92.1 FM, which covers three departments in the eastern part of the country: Usulután, San Vicente and San Miguel. The Izcanal community television broadcasts through cable to the city of Usulután and seven neighboring towns.

After seventeen years of presence in these communities, the Izcanal Foundation has acquired an important recognition at the local and national level. However, due to financial constraints we have not been able to update our radio technology and acquire the necessary equipment for the television station. Likewise, we need to improve the knowledge and skills of the regular staff at the radio and television stations. Many of our journalists and correspondents have learned about media in an empirical way, but we need to strengthen their capacity within the perspective of community media and participatory communication. Another long overdue development is the creation of a network of local correspondents, which would enable content providers in the communities concerned to contribute to the work of Izcanal TV and radio in a more systematic way.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group consists of 14 regular staff of the Izcanal radio and television station as well as 20 local correspondents in 5 communities of Usulután, San Vicente, and San Miguel departments.

### **3. DEVELOPMENT OBJECTIVE:**

Promote media pluralism in El Salvador by strengthening community media.

### **4. IMMEDIATE OBJECTIVE:**

Develop institutional and technical capacity of radio and television Izcanal to produce better radio and television programming for communities and by communities.

### **5. PROJECT OUTPUTS:**

- 14 journalists of Izcanal radio and television station are capable of producing news and educational programs in contemporary radio and television formats.
- 20 regular or sporadic content providers are enabled to produce quality news reports.
- 3 new programs on community issues at Izcanal television station and at Izcanal radio are produced and run by local correspondents.
- A network of local correspondents of Izcanal with knowledge and primary interest in reporting about human rights, gender and violence, and child rights, is established.

## 6. ACTIVITIES:

Capacity-building of the 14 Izcanal regular staff:

- 3 seminars on freedom of expression, rule of law and Millennium Development Goals.
- 3 seminars on how to strengthen the communities through radio, to encourage their artistic activities and to promote community participation in development.
- 1 training on how to operate the new TV and radio equipment in production and post-production.
- Study tour by the Izcanal regular staff to other radio and community television stations in the country, to familiarise them with new journalistic formats and form partnerships.

Capacity-building of 20 local correspondents:

- 2 trainings about the basis of journalism.
- 2 workshops about development issues such as human rights, gender and violence, and child rights.
- 1 training about basics of operating DV cameras and tape recorders.
- 1 study tour to Izcanal TV and radio.

The trainings for 14 Izcanal regular staff and 20 local correspondents are planned separately due to the difference in the level and type of skills which each group needs to acquire.

Production and equipment:

- Production of radio and television programs by regular staff, in cooperation with the *Procuraduría para la Defensa de los Derechos Humanos*.
- Production of 3 radio and TV programs by local correspondents from the 10<sup>th</sup> month of the project on.
- Acquisition of technical equipment and setting-up of a production studio.
- Provision of audio recorders to content providers to enable them to work as local correspondents.

The equipment purchased with IPDC funds will be retained by Izcanal radio in order to continue the production of news and other television programs, after the project ends.

## 7. PROJECT INPUTS:

- Trainers and facilitators for the capacity-building
- Travel expenses, accommodation and subsistence
- Equipment for TV and radio up-grade, as well as for the local correspondents
- Administrative support and other in-kind contribution by Izcanal.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	14	15	16	17	18
Identification of the network facilitator, trainers and trainees Elaboration of detailed training program	■	■															
3 seminars on MDGs				■			■			■							
3 seminars on how to strengthen communities through radio						■			■		■						
2 trainings about basics of communication			■					■									
2 trainings on coverage of important local issues					■		■										
Purchase, installation and/or distribution of the equipment		■	■	■	■												
Trainings of both regular staff and					■	■											

correspondents on new equipment																			
Study tours																			
Production of radio and television programs																			
Monitoring and post-project evaluation																			
Final report elaboration																			

**9. INSTITUTIONAL FRAMEWORK:**

Izcanal Foundation was established in October 13, 1999 and it was officially recognized by the national authorities on March 9, 2001. The Foundation has executed a variety of community projects for the promotion and consolidation of community radio and television in El Salvador. Izcanal Foundation is also a member of the Association of Salvadoran community radio stations and programs (ARPAS). It is the only community television station in El Salvador.

The mission of Izcanal radio and television is to “contribute to the democratization of the communication and opening to the local communities’ space for participation, to accompany communities in their daily lives and support them through programming that is in solidarity with them, that promotes a culture of peace, and respects the social, political and religious diversity of the region and its audience.” Izcanal radio and television’s financial sustainability comes from the radio and television services they sell (80%) and international cooperation (20%).

**10. SUSTAINABILITY:**

Izcanal Foundation has a clear priority to offer training opportunities to community journalists and communicators. Over the last 17 years, Izcanal Foundation has developed a network of volunteers and people who want to contribute to our projects. In this sense, we will continue the training received from this grant in two ways: 1. community communicators and content providers, who have received the trainings, will offer the trainings to other colleagues as a way of sharing and multiplying information and knowledge. Thus, a network of content providers from communities will be extended. Second, Izcanal Foundation will continue strengthening its partnership with schools of journalism and communication in El Salvador so as to maintain a diverse offer of workshops and trainings for its staff and local community members. For this goal the equipment requested for this project will be crucial to strength radio and community television capacities.

**11. FRAMEWORK OF MONITORING:**

Izcanal Foundation has a long relationship with the Central American University (UCA), and particularly with the department of communication, in this sense, we will ask this institution –which has been granted before a IPDC project- to collaborate with this project in the process of monitoring and evaluation.

**12. EVALUATIONS CARRIED OUT:**

Izcanal Foundation has developed a workshop with the members of the Board of Directors and the director of Izcanal radio and television to discuss the areas and objectives proposed in this project. Evaluations that have been conducted by the department of research and marketing, as well as experiences with universities and international cooperation institutions, have shown the need for more training of our personnel and more equipment for better production in the Izcanal television station.

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The regular reporting to the UNESCO representative will be made by José Luis Gavira (director of Izcanal radio and television station).

#### C. ADDITIONAL INFORMATION

Izcanal radio station has a license to broadcast in the 92.1 FM from the Superintendencia General de Telecomunicaciones (SIGET) –official institution that regulate the radio-electric spectrum in the country. This frequency of 92.1 FM is used by several community radio stations affiliated to ARPAS. Izcanal television station has a lease contract with the cable provider CABLESAT to operate channel 63 on cable TV, this signal reaches the city of Usulután and seven other towns of the southern area of the department of Usulután.

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7ELS/01 350-ELS-71 350-ELS-81	30,000 30,000	EL SALVADOR: IMPROVEMENT OF RADIO AND TELEVISION	1986 –1990
PDC/14ELS/01 352-ELS-41 352-ELS-51 514-ELS-60 (FIT-SPAIN)	40,000 40,000 50,347	CULTURAL RADIO PROJECT	1994 -1998
PDC/53ELS/01 354 ELS 5081	16,500	EL SALVADOR: JOURNALISM FOR DEMOCRACY AND NEW MEDIA	2009-2010
PDC/54ELS/01 354 ELS 5091	26,400	EL SALVADOR: STRENGTHENING DEMOCRACY THROUGH PROMOTING FREEDOM OF EXPRESSION AND FREEDOM OF THE PRESS BY IMPROVING THE QUALITY OF JOURNALISM IN EL SALVADOR	2010-2011
		<b>TOTAL EL SALVADOR: US\$ 182,900+US\$ 50,000 (FUNDS-IN-TRUST)</b>	

#### D. BUDGET

##### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

#### 1. Training Costs

Facilitator for the network of local correspondents (1 person x \$200 a month x 18 months)	3 600
Salaries, transportation and accommodation of trainers (300 per training x 12 trainings)	3 600
3 seminars on MDGs (meals, conference equipment renting: \$40 per participant x 14 staff x 3 seminars)	1 680
3 seminars on how to strengthen communities through radio (idem)	1 680
2 trainings about basics of communication (transportation, DSA, room and equipment renting: \$65 x 20 local correspondents x 2 trainings)	2 600
2 trainings on coverage of important local issues (idem)	2 600
2 trainings on how to use new equipment concurrent with one of the training on content (only meals for local correspondents)	1 000
2 study tours (meals and transportation for 20 communicators and 14 Izcanal regular staff)	1 160
Material for radio and television production (CD, DVD, USB, batteries)	1 540

Courses design and training materials for all the training activities			1 300
Evaluation and monitoring			1 000
<b>Sub-total (training):</b>			<b>21 760</b>
<b>2. Studio and Broadcast Equipment</b>			
	<b>Unit price</b>	<b>Q-ty.</b>	<b>TOTAL</b>
Computer HP 1 x CORE 2 QUAD 2.66 GHZ RAM 4-HDD 2 x 500 GB MONITOR HP 20"	1 750	2	3 500
Video capture/playback card	400	1	400
Video console	1 785	1	1 785
Video graphics system for TV CHYRON	2 040	1	2 000
Video camera CANON	1 300	3	3 900
Audio console BEHRINGER	360	1	360
Studio microphone	75	4	300
Digital audio recorder SONY ICD-PX820	88	20	1 760
DVD player SONY DVP-SR 500 H	100	3	300
TV monitor COBY TFTV1525 15" HIGH DEFINITION	190	2	380
Digital hybrid telephone audio line and microphone desktop	735	1	735
Headphones BEHRINGER HPS	75	4	300
Hard external disk SEAGATE 2TB FREEAGENT DESK FOR MAC FIREWIRE-800	260	1	260
UPS 2 KVA CYBER POWER OR2200LCDRM2U	580	2	1 160
Equipment transportation and installation	400	1	400
<b>Sub-total (equipment):</b>			<b>17 540</b>
<b>TOTAL:</b>			<b>US\$ 39 300</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs: coordinator, radio and TV news department coordinators- (18 months)	6 750
Project coordinator ( 18 months x 150)	2 700
Communication costs ( 18 months)	950
Studio and station costs	8 500
Vehicle maintenance and local transport costs	2 000
Frequency use	1 300
Electricity, water, telephone and other costs	9 000
Project reporting	300
<b>TOTAL:</b>	<b>US\$ 31 500</b>

# GRENADA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF GRENADA MEDIA WORKERS (PHASE II)</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 GRN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 22 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 18 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Media Workers Association of Grenada President Rawle Titus - Tel 440-4392 Email:tity109@gmail.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Kingston Cluster Office for the Caribbean, Kingston, Jamaica
<b>11.</b>	<b>PROJECT LOCATION</b>	Kingston, Jamaica and St. George, Grenada
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Media Workers Association of Grenada C/o Grenada National Commission For UNESCO, Ministry of Education, St. George's, Grenada
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

There are a superfluous amount of media houses in Grenada given the country's size (133 sq. miles) and population (approx. 100, 000 people). There are about 5 weekly newspapers, two magazines, 13 radio stations, 3 television stations, and 2 cable providers. Media ownership is mostly private, public and community orientated.

There are over a hundred media workers employed in the country however because Grenada does not have a tertiary level media training institution many of the journalists do not have formal training. Apart from a few older and more seasoned journalists, many media workers in Grenada are unqualified. Unfortunately, it still remains an expensive proposition, and as such a major deterrent, for journalists to travel to CARIMAC in Jamaica to undergo training. This has been a cause for concern amongst members of the Media Association of Grenada (MWAG) for a number of years.

MWAG is also concerned that with the low wages offered, the value of the profession has diminished substantially making it unappealing and incapable of attracting secondary school and college graduates who have the option of entering better paying entry level positions. As a result, and as the Grenada media increases in diversity a culture of poorly developed print and broadcast practitioners have emerged.

One dangerous precedence developing as the information era meets poor journalism is a culture of short cuts. Practitioners in news paper and broadcast journalism continue to foster the 'rip and read' or 'cut and paste' culture without proper story gathering and development unique to the broadcast and print platforms.

MWAG has been working with a number of groups and organizations to provide basic and in some instances, specialized training for print and broadcast media in reporting.

During the 53<sup>rd</sup> Bureau Meeting of the IPDC in 2010, a project was approved, in part, for media practitioners here to benefit from training in print and broadcast journalism as well as investigative journalism. MWAG is now partnering with UNESCO for the implementation of the first part of the project. A decision was adopted to submit a second part of such project to the 54<sup>th</sup> session of the bureau.

That part, which is the purpose of this project, involves the certification of four media practitioners at the premier media training institution in the Caribbean, the Caribbean Institute of Mass Communication (CARIMAC) at the University of the West Indies.

Clearly, MWAG now wants to step-up training and urgently needs assistance for practitioners to obtain training in print and broadcast news, as well as certification at the level of CARIMAC and the moulding of certified trainers as a way of institutionalizing the culture of media training.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group of this proposal are a selected number of four media professionals covering radio, print and television. The four practitioners, through several local workshops, will be expected to pass on their skills to other media workers at the end of their training.

MWAG would select the four course participants in the following way:

- We would issue a call for participants for this project throughout the media houses.
- MWAG's Executive would convene a special meeting to review applicants.
- MWAG's Executive would discuss and decide by consensus, the four participants on merit.



**3. DEVELOPMENT OBJECTIVE:**

An augmented skill level of print and broadcast media practitioners augur well for improved coverage of public issues in particular and increases the potential for society’s understanding and participation in the democratic process.

**4. IMMEDIATE OBJECTIVE:**

Four journalists will acquire certification after completing one month training in Jamaica at the Caribbean Institute of Media and Communication (CARIMAC) to foster a cadre of certified trainers in Grenada.

**5. PROJECT OUTPUTS:**

Four media persons have acquired “certification” in media and communication after completing the program at CARIMAC.

**6. ACTIVITIES:**

A one month certificate summer programme for at least 4 journalists at CARIMAC.

**7. PROJECT INPUTS:**

CARIMAC certificate summer training program for four journalists.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
A one month certificate summer programme for at least 4 journalists at CARIMAC												

**9. INSTITUTIONAL FRAMEWORK:**

The Media Association of Grenada will coordinate the project for the benefit of journalists in the country through its various media houses. The focus will be on young journalists with little or no formal training.

**10. SUSTAINABILITY:**

The project will further reinforce the culture of training journalist on the island that will redound to the benefit of the profession. The acquisition of such diverse media fundamentals to practitioners will add much needed value to the profession as well as strongly and positively impact on young emerging and succeeding practitioners. The print and broadcast media will operate on stronger pillars. Media practitioners with CARIMAC certification will be a major motivator in an industry which many assessed has become unappealing. The potential for entry level training will be significantly bolstered as a result of the CARIMAC programme.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the Media Workers Association of Grenada. MWAG will collaborate with CARIMAC to ensure the credibility and quality of the courses and workshops.

## 12. EVALUATIONS CARRIED OUT:

The poor quality of media and journalism in this tri-island state continues to be a cause of lingering concern as expressed in various outlets. Owners and managers have placed little emphasis on any form of training for their staff and the results of this are manifested in newspapers, on television and on radio. The Grenadian public has been crying out for better media and stake-holder needs analysis has determined that training is paramount.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports on the project will be submitted to the UNESCO Kingston Office for the Caribbean by the Grenada National Commission for UNESCO

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/13GRN/01 352-GRN-31	66,000	GRENADA: REFURBISHING OF BROADCASTING FACILITIES OF RADIO GRENADA	1993 -1996
PDC/15GRN/01 352-GRN-51	33,000	DEVELOPMENT OF A RURAL INFORMATION NETWORK	1995 -1997
PDC/48 GRE/01 354-GRE-5041	20,000	GRENADA COMMUNITY MULTIMEDIA CENTRE	2005-2006
PDC/54 GRE/01 354 GRN 5091	23,650	GRENADA: CAPACITY BUILDING OF GRENADA MEDIA WORKERS	2010-2011
<b>TOTAL GRENADA: US\$ 142,650</b>			

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b>Workshop – CARIMAC Summer Courses</b>	
Tuition (\$500 per person x 4)	2 000
Residence (\$2 000 per person x4)	8 000
Airfare to Jamaica for 4-persons (round trip, at \$1 500 per person)	6 000
Accidentals/Miscellaneous	2 000
<b>TOTAL</b>	<b>US\$ 18 000</b>

#### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

MWAG will secure paid study leave the four journalists going to CARIMAC Summer Programme	<b>US\$ 4 000</b>
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# GUATEMALA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>REENFORCING INTERACTIVE AUDIOVISUAL JOURNALISM IN GUATEMALA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 GUA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 42 123
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 29 672
<b>9.</b>	<b>BENEFICIARY BODY</b>	Ana Carlos – Founder and Director Caminos del Asombro S.A. 2ª Ave. 20-29 Zona 10, Oficina 1ª Guatemala City, Guatemala Tel: 502-2363-5981/91 <a href="mailto:produccion@caminosdelasombro.com.gt">produccion@caminosdelasombro.com.gt</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Dana Ziyasheva, Cluster Office for Central America and Mexico, UNESCO
<b>11.</b>	<b>PROJECT LOCATION</b>	Panajachel province, Guatemala
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ana Carlos – Caminos del Asombro S.A. Mildret Corrales – UNESCO Advisor
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **PROJECT JUSTIFICATION:**

Guatemala suffers from a high media concentration in the hands of selected few, belonging to the national oligarchy. Even though Guatemala is a multilingual and multicultural country, one's ethnic background, political affiliation and economic standing reflect on the image and voice that he or she could have in national mass media. Currently, there are 7 highly popular newspapers, 4 national television channels owned by the same company, 200 AM radio stations, 500 FM radio stations and an unknown number of community radio stations. As it is the case throughout Spanish-speaking Central America, Mexican media tycoons control a large share of audiovisual market. No public service broadcasting exists. Radio frequencies are allocated on a competitive bidding basis, which results in approximately 600 community radios operating without a license.

Media outlets that give voice to indigenous population find themselves under pressure from the rigid ranking system. When the topics covered in a program are considered unsuitable, the program is castigated as being unable of generating enough audience interest and advertisers withdraw their support from the program. Besides political pressure, technical issues, such as limited coverage, are often the reason of failure to reach the audience. The main reason however is the poor quality of content produced. Images from Mayan communities are over-focused on folkloric instances of traditional ceremonies. Media needs to extend the array of issues that threaten the very survival of the Guatemalan Maya, to include unemployment, poor healthcare, education and environment, and to learn how to present them in a comprehensive, engaging way.

The purpose of this project is to improve production skills of media professionals from the Mayan community through a series of trainings, with the view of establishing a professional network that promotes information exchange on key indigenous community issues.

### 2. **DESCRIPTION OF THE TARGET GROUP:**

20 Mayan media professionals, students of Journalism and Communication schools, and communicators from non-lucrative indigenous organizations in Guatemala. Particular attention will be given to gender balance and geographical distribution of trainees.

### 3. **DEVELOPMENT OBJECTIVE:**

To foster a just and inclusive society in Guatemala by strengthening freedom of expression of indigenous communities through media

### 4. **IMMEDIATE OBJECTIVE:**

To improve professional capacities of media workers and communication capabilities of rural communities, with the view of establishing a media network working on indigenous issues.

### 5. **PROJECT OUTPUTS:**

- Training materials available on DVDs and online
- Better quality programs about indigenous topics
- A network of media professionals working on indigenous issues

## 6. ACTIVITIES:

- The intensive 14-day audiovisual production-training workshop in Guatemala City will consist of the following modules:
- 5-day intensive training course led by internationally recognized journalist Harris Whitbeck on basic principles of investigative journalism. Primarily focusing on the importance of solid research skills and the development and effective execution of an interview.
- 4-day intensive training course led by Argentine producer and filmmaker, Nicolás Batlle about pre - production, production and post-production, focusing on: production design, project development, legal and financial aspects of production, distribution, script formats.
- 14-day intensive training course led by renowned Guatemalan cinematographer and camera operator, René Soza, about camera operation, lighting and sound assistance, as well as how to use the camera, how to design a basic lighting system and how to capture sound.
- 14-day intensive training course led by experienced film editor, René Arriola, in basic skills to edit a short video: how to capture digital material, how to use Final Cut Pro, forms of video export, printing video to tape, compression and burning a DVD.
- 14-day intensive training course led by Guatemalan producer and director, Ana Carlos, on how to develop a short, interesting and inventive documentary. Mónica Aldana, a young Guatemalan producer, will be assisting in this workshop.
- A manual on DVD about everything we have filmed during the workshop. The DVD can be used by the trainees in their everyday work after the training. This will be placed on our website with the exact/ right instructions to be used.

## 7. PROJECT INPUTS:

- Equipment, to be purchased with IPDC funds as well as the equipment by Caminos del Asombro.
- The equipment will be used to during the trainings. The participants will use the MacBook Pro's to learn how to edit with program Final Cut Pro. The HDV Video Walkman will digitally capture this material and print the edited video to tape. Moreover, the projection screen and the digital projector will assist the trainers throughout the workshops. Kept in the offices of *Caminos del Asombro*, this equipment will also be used by these participants to create their videos after the training program ends, as well as for future trainings. *Caminos del Asombro* will provide the sound equipment, lighting equipment, a professional HD camera, filters, DVHD material and a monitor for the production training. It will also provide the production team and equipment to complete the documentary, illustrating the two-week trainings and the positive outcomes it produces in the region.
- Staff of *Caminos del Asombro*: Director and Head Producer, Ana Carlos; Executive Producer, Mónica Aldana; Production Assistant, Gisela Osorio; Camera Operator, René Soza; Sound Operator, Byron Vega; Film editor, René Arriola and Office Administrator Magally Gramajo, as well as driver, Raul Socon.
- Website of *Caminos del Asombro* for video-streaming of the trainings and dissemination of audiovisual content that will result from the training.
- Air time on “Entrémosle a Guate” program, on national Television and, hopefully, TV Maya channel (negotiations are on-going)
- Course design and materials

## 8. WORK PLAN:

ACTIVITIES /DAYS	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Design of the courses	■	■												
Selection of participants	■	■												
Investigative Journalism Workshop			■	■										
Basic Production Principles Workshop				■	■	■	■							
Camera operation, Lighting and Sound assistance workshop							■	■						
Post Production Workshop									■	■	■			
Production Workshop												■	■	■
Final Project report													■	■

## 9. INSTITUTIONAL FRAMEWORK:

*Caminos del Asombro* is a film and television production company established in Guatemala City in 2002 by director and producer Ana Carlos. Currently it produces two hit television series: “Entrémosle a Guate”, ([www.entremosleaguate.net](http://www.entremosleaguate.net)), viewed by more than 500,000 Guatemalans a month, and “El Sabor de Mi Tierra,” a series of the Guatemalan gastronomy, that portrays the traditions, customs and culture of the country through the voices of cooks. Additionally, *Caminos Del Asombro* has produced a number of fiction films and public service documentaries.

The organizations and individuals we have featured in the program support the following: children’s rights and women’s rights, sexual and environmental education, art as a form of empowerment and reflection, historic memory as a way to reconcile issues of the past, alternatives to stop famine, the benefits of fair trade, traditional medicine, microfinance and weapon prevention and so on.

## 10. SUSTAINABILITY:

The trainees will be selected from the following institutions: TV Maya, Casa Comal, a production company and a film and televisión school, Journalism School of the Universidad San Carlos de Guatemala, as well as 108 organizations featured in the program. After the fourteen-day intensive training program, the 20 participants can use all the production equipment, should they have an important story to tell. Communicators representing indigenous non-profits will acquire knowledge and skills for the production of short informative videos, which will be used to promote their initiatives. While TV Maya and Casa Comal have their own broadcasting channels, the ten-minute videos produced by communication school students as well as NGOs will be aired on national television in our monthly program “Entrémosle a Guate”, as well as on the web-portal.

Moreover, with the documentary produced by the organization, we will seek for more financial support and aid to continue implementing workshops in different regions of the country. Therefore, this workshop will hopefully become the first of many.

## 11. FRAMEWORK OF MONITORING:

- Regular on-site visits by Advisor for Communication and Information in Central America.
- Project deliverables, six month reports, mid-term evaluation and final project report as per contractual arrangements with UNESCO.

## 12. EVALUATIONS CARRIED OUT:

*Casa Comal*, which is a highly recognized Guatemalan production company and a media school, will continue to collaborate in project evaluations and monitoring. They stand as one of the most professional media organizations in Central America and have received several awards and international recognitions. [www.casacomal.org](http://www.casacomal.org)

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ana Carlos – Founder and Director of *Caminos del Asombro*, will liaise with UNESCO on project implementation, monitoring and evaluation-related issues.

### C. ADDITIONAL INFORMATION

We have chosen Atitlán as our location of training, because it is located at the heart of the indigenous region of Guatemala and it will also allow the students to travel from shorter distances instead of traveling to the Guatemala-city.

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/11GUA/01 352-GUA-11	55,000	GUATEMALA: RADIO PROGRAMMES FOR THE TRANSFER OF FARMING TECHNOLOGY	1991 -1993
PDC/15GUA/01 352-GUA-51	33,000	TRAINING IN PRINTED MASS COMMUNICATION WITH A VIEW TO FOSTERING COMMUNITY PARTICIPATION	1995 -1997
PDC/48 GUA/02 354-GUA-5041	18,000	TRAINING JOURNALISTS IN FREEDOM OF EXPRESSION AND INDIGENOUS RIGHTS	2005-2006
PDC/49 GUA/01 354-GUA-5051	20,000	CREATION OF A MAYAN COMMUNICATION NETWORK - REFCOMAYA-	2006-2007
<b>TOTAL GUATEMALA: US\$ 126,000</b>			

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

DESCRIPTION	UNIT	DAYS	UNIT.COST	TOTAL
<b>1. WORKSHOPS EXPENSES</b>				
Lodging	25	14	11	3 850
Food	25	14	12	4 200
Auditorium	1		200	200
Transportation cost for participants	20	2	10	400
Vehicle and local transport costs	1	14	225	3 150
Driver	1	14	35	490
Workshop materials	25	1	50.00	1 250
Telephone	1	14	12.50	175
Unforeseen costs	1	14	18.75	262
				<b>\$ 13 977</b>

<b>2. TECHNICAL SUPPORT FOR THE WORKSHOPS</b>				
MacBook Pro 15.4" 2.53GHZ with Applecare Extended Protection Plan	2		2 550	5 100
Final Cur Pro	2		1 300	2 600
Video Camera Canon Rebel XSi	1		875	875
Projection Screen (VUTEC EVMW6080)	1		187	187
Digital Projector (VUTEC EL100D)	1		1 750	1 750
HDV Video Walkman VCR (Sony GV-HD 700)	1		1 750	1 750
				<b>\$ 12 262</b>
<b>3. TRAINERS</b>				
Ana Carlos	1	14		750
Harris Whitbeck	1	5		500
Nicolás Battle	1	4		1 000
Lucía Escobar	1	14		280
René Soza	1	14		420
René Arriola	1	14		420
				<b>\$ 3 370</b>
<b>TOTAL:</b>				<b>US\$ 29 609</b>

<b>BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION</b> (in US dollars)				
<b>DESCRIPTION</b>	<b>TOTAL UNIT</b>	<b>DAYS</b>	<b>UNIT.COST</b>	<b>TOTAL</b>
<b>1.DOCUMENTARY VIDEO PRODUCTION OF WORKSHOP: PRODUCTION EQUIPMENT</b>				
Sound System Lighting Tripod		14	100	1 400
Camara DVcam	1	14	175	2 450
Monitor	1	14	25	350
Filters	2	14	31	868
DVHD Material	2	14	7	196
				<b>\$ 5 264</b>
<b>2. POST PRODUCTION</b>				
Digital Edit			1 000	1 000
Color Correction			500	500
Locution			187	187
				<b>\$ 1 687</b>
<b>3. AIRTIME FEE</b>				
4 National Television Channels			5,500.00	5 500
				<b>\$ 5 500</b>
<b>TOTAL:</b>				<b>US\$ 12 451</b>



# HAITI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SAKS FOUNDATION: ASSISTANCE TO COMMUNITY RADIOS FOR THE DEVELOPMENT OF PLURALISM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 HAI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 86 100
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 59 200
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	SAKS Foundation ( <i>Sosyete Animasyon Kominikasyon Sosyal</i> ) for youth development, especially in remote and provincial areas
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The UNESCO Office in Haiti Mr Mehdi Benchelah, Communication and Information specialist, SAKS Foundation - Mr Sony Esteus, Secretary-General
<b>11.</b>	<b>PROJECT LOCATION</b>	21 A, corner of Rue Richard Jules and Ruelle Levasseur, Delmas 75
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Sony Esteus, Secretary-General of the SAKS Foundation, with Mr Mehdi Benchelah, Communication and Information specialist at the UNESCO Office in Haiti, and Ms Isabelle Viera, National Administrator of the Communication and Information Programme at the UNESCO Office in Cuba.
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

Since 2006, SAKS (*Sosyete Animasyon Kominikasyon Sosyal*) has been conducting a vast programme to promote Information and Communication Technologies (ICTs) at the grassroots level, and has set up several Community Multimedia Centres around community radio stations in rural areas. The programme has received financial support from several partners, including IPDC-UNESCO.

Today, internet connections are available in 16 community radio stations, and 6 of them have set up small Community Multimedia Centres where the local population—especially the youth—can access the internet. Under this initiative, several dozen young people have been trained in the use of the Internet, thereby contributing to the fight against isolation and exclusion, of which the inhabitants of remote communities are often the victims.

In light of the encouraging results of the last four years, we naturally wish to continue the experience, especially in the current context, where there is much talk of rebuilding the country and decentralisation. It is essential, in rural areas, to develop activities which contribute to individuals' personal development, and to making the community more attractive for inhabitants.

This project falls under the category, "Community Radios and Multimedia Centres", and seeks to bring radio and ICTs to isolated populations, or groups of youths, and in so doing enable them to exercise their right of expression, learn remotely, and develop research, multicultural-activity, and communication projects.

The effects of the earthquake of 12 January 2010 are likely to set the country back several years in terms of human development. The community radios and Community Multimedia Centres—which play an important role in the development of youth and in opening up their horizons—will benefit from the project, as it will strengthen their capacity to provide opportunities to access information, especially in the educational and professional fields.

The main problems facing community media in Haiti are:

- Lack of equipment;
- The cost of internet access in Haiti;
- The poverty of the communities;
- Access to energy and its cost;
- Transport costs;
- Lack of training.

### 2. DESCRIPTION OF THE TARGET GROUPS

At least 250 youths involved in community radio in the targeted communities will benefit directly from the project. The beneficiaries live, for the most part, in the remotest communities of the country, where social services and basic infrastructure—such as education, healthcare, roads, and telecommunications—are practically non-existent.

### 3. DEVELOPMENT OBJECTIVE

The development objective of the project is to contribute to information pluralism and local development by (i) pursuing the process of community radio development in the country, and (ii) training youths in information and communication technologies.

#### 4. **IMMEDIATE OBJECTIVE**

- Strengthen SAKS' capacity to deliver training to the 30 community radios in Haiti, and set up a new community radio station in Ile-à-Vache, near Les Cayes;

#### 5. **EXPECTED PROJECT OUTPUTS**

- Internet access—through multimedia centres—for young people across the country; 65 youths trained in and acquainted with ICTs, communication and journalism;
- At least 160 youths trained in the use of ICTs;
- 25 youths trained to cover the election campaign;
- Regular internet access for youths through the community radio stations;
- The opportunity for remote populations to access to information on national and international events on a daily basis;
- The first community radio station serving the 18,000 inhabitants of Ile-à-Vache/Sud (whose insular environment has forged their specific identity).

#### 6. **ACTIVITIES**

- Acquisition and installation of equipment and materials;
- Installation of equipment;
- 3-day introductory course in Internet use, searching techniques and CMC management, for 45 presenters;
- Training in communication, journalism techniques and community-radio management, for 20 people;
- Introductory course in Internet use, for 160 youths from the various communities;
- Technical workshop on coverage of the election campaign, for 25 community-radio managers.

#### 7. **PROJECT INPUTS**

- Studio equipment and power-supply system for a new radio station;
- Training seminars for about 225 people (presenters and young people around the centres);
- 25 youths prepared to cover the election campaign;
- 12-month Internet subscription plan, for 8 radio stations;
- Preparation of premises for 3 new CMCs.

#### 8. **WORK PLAN**

<b>Activities / Month</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Ordering of equipment												
Preparation of courses												
ICT training for radio presenters												
Training for youths												
Training for the Ile-à-Vache radio team												
Setting up of the radio on Ile-à-Vache												
Preparation of premises for CMCs												
Launch of 3 new CMC												
Workshop on the coverage of the election												

campaign																				
Progress and final reports																				

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the SAKS Foundation, which has been involved in setting up community radios in Haiti for the past 18 years. Since its foundation, SAKS has set up some 30 stations in the country's 10 departments. Every year, on the 28th of October (International Creole Day), the SAKS Foundation organizes the largest national cultural and artistic event on Creole language, media and culture.

The project will involve 16 community radios.

## 10. SUSTAINABILITY

After acquiring the equipment, which is the largest investment area in this project, a self-financing plan will be established, providing for the introduction of a system of fees to be paid by the direct beneficiaries or users of the centres.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Haiti; the SAKS Foundation will coordinate the evaluation of the project.

## 12. EVALUATION

Between 2000 and 2007, the SAKS Foundation carried out 3 studies on the community radio movement in Haiti. It is the findings of those studies which form the basis for this project.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The SAKS foundation will submit a progress report and a final report. The project will be supervised by the Managing Director of the institution, Mr Sony ESTEUS, who will produce and submit the reports. The UNESCO Office in Haiti, in collaboration with SAKS, will be responsible for the overall monitoring of the project.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/8HAI/01 350-HAI-81	30,000	HAITI: DEVELOPMENT OF A PROGRAMME FOR THE PRODUCTION AND PROMOTION OF PRINTED AND AUDIO-VISUAL MATERIALS	1988 -1991
PDC/17HAI/01 352-HAI-71	50,000	STRENGTHENING THE TELEVISION PRODUCTION CAPACITY	1997 -1998
PDC/18HAI/01 352-HAI-81	38,000	STRENGTHENING THE PRODUCTION OF THE NATIONAL RADIO	1998 -1998
PDC/19HAI/01 352-HAI-91 505 HAI 60 FIT-SAUDI ARABIA	37,000 27,000	STRENGTHENING THE PRODUCTION MEANS OF THE NATIONAL RADIO	1999 -2001
PDC/19HAI/02 352-HAI-92 505-HAI-61 505-HAI-62 FIT-SAUDI ARABIA	50,000 18,000 5,000	STRENGTHENING THE PRODUCTION CAPACITY OF TÉLÉ-HAÏTI	1999 -2003
PDC/48 HAI/01 354-HAI-5041	25,000	ESTABLISHMENT OF COMMUNITY MULTIMEDIA CENTRES	2005 - 2006

PDC/53 HAI/01 354-HAI-5081	<b>38,500</b>	<b>RENFORCEMENT DES CAPACITES DES MEDIAS HAÏTIENS</b>	
PDC/54 HAI/01 354 HAI5091	<b>55,000</b>	<b>HAÏTI: ASSISTANCE TO COMMUNITY RADIO</b>	2010-2011
PDC/54 HAI/02 354 HAI 5092	<b>55,000</b>	<b>HAITI: ASSISTANCE TO HAITI JOURNALISTES ASSOCIATION</b>	2010-2011
		<b>TOTAL HAITI: US\$ 368,500 +US\$50,000 (FUNDS-IN-TRUST)</b>	

## B U D G E T

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b><i>Community radio station on Ile-à-Vache</i></b>			
1 x 150 W transmitter			2,100
1 x ACPO 2-bay antenna			1,150
1 x Mackie 1402-VLZ3 mixer			370
2 x Tascam CD players			590
1 x Tascam cassette deck			350
1 x microphone pack			190
1 pair of amplified speakers			450
100 feet of 1/2" heliax cable			210
1 x 80-foot tower			2,500
1 inverter			950
6 solar panels @ \$350.00 per panel			2,100
8 batteries @ \$155.00 per battery			1,240
Installation accessories			900
SUB-TOTAL (Equipment):			<b>13,100</b>
Internet subscription for 8 stations (one year):			<b>5,600</b>
<b><i>Training: 3 x 3-day workshops (45 presenters)</i></b>	Qty	Unit price	Total
Accommodation and subsistence (9 days):	45 pers.	30	12,150
+ transportation	45 pers.	30	1,350
Trainer:	15 days	100	1,500
<b><i>2 x 3-day sessions for 20 persons</i></b>			
Accommodation and subsistence (6 days):	20 pers.	20	2,400
<b><i>Training in 16 communities (160 youths)</i></b>			
Accommodation and subsistence for 12 persons:	3 days	15	8,600
Transportation (car rental) for the 16 communities:	50 days	160	8,000
Fuel:			1,500
Trainer:	50 days	100	5,000
SUB-TOTAL (Training):			<b>40,500</b>
<b>TOTAL:</b>			<b>US\$ 59 200</b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION**  
(in US dollars)

<b>Description</b>	<b>Qty</b>	<b>Unit price</b>	<b>Total</b>
Preparation of premises for 3 CMCs:	3	3,000	9,000
Transportation of equipment and installation:			1,200
Teaching materials for 45 presenters and 20 communicators:	65 pers.	10	650
<b><i>Workshop on the coverage of the election campaign</i></b>			
Accommodation and subsistence for 25 persons:	2 days	30	1,500
+ transportation			750
Miscellaneous:			200
<b><i>Coordination and communications:</i></b>			
Personnel:	12 months	750	9,000
Monitoring and evaluation:			3,000
Per diem for the UNESCO expert responsible for monitoring:	4 days	150	600
Project video			1,000
<b><u>TOTAL:</u></b>			<b><u>26,900</u></b>

# HAITI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUPPORT FOR JOURNALIST TRAINING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 HAI/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b>	<u>Category 4</u> : Professional training and support for training institutions to promote freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial aid for training and institutional capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 50 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 43 100
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	<i>Association des Journalistes Haïtiens</i> (AJH, Association of Haitian Journalists), for the benefit of journalists in Port-au-Prince, Port-de-Paix, Saint-Marc and Mirebalais
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Haiti Mehdi Benchelah, Communication and Information Specialist. <i>Association des Journalistes Haïtiens</i> (AJH), Jacques Dérosier, Secretary-General.
<b>11.</b>	<b>PROJECT LOCATION</b>	<i>Association des Journalistes haïtiens</i> (AJH) / Port-au-Prince, Haiti. 16 rue Rigaud, Pétionville, Port-au-Port.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Jacques Derosier, Secretary-General, AJH; Mehdi Benchelah, Communication and Information Specialists, UNESCO Office in Haiti; Isabelle Viera, National Administrator of the Communication and Information Programme, UNESCO Office in Cuba
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

According to the *Conseil National des Télécommunications* (Conatel, National Telecommunications Council), there are two hundred radio stations and some twenty television channels operating in Haiti. Yet, good journalism training centres are rare in the country. The training of journalists has always been a topic of debate, and is still a major problem today, particularly in provincial towns.

In September 2010, Quisqueya University, in partnership with the *Centre de Formation et de Perfectionnement de Journalistes* (CFPJ), introduced a Masters in Journalism. However, no higher-education institutions in the country offer a first degree (*licence*) in the discipline. The Social Communication Department of the Faculty of Arts and Humanities at the Haiti State University offers a few courses in journalism, but these are insufficient for anyone wishing to exercise the profession. There are a few private journalism schools in Port-au-Prince, but, in addition to other shortcomings, they are not recognised by the state.

For journalists in the communes of Saint-Marc (l'Artibonite department) and Mirebalais, (Le Centre department)—two important towns in terms of population, geographical location, and the number of media outlets established there—the situation, in terms of available training options, is particularly difficult. Unlike their colleagues in other towns, they do not have access to a MINUSTAH Multimedia Centre, which journalists can use to work and exchange.

In an attempt to remedy the situation, the *Association des Journalistes haïtiens* (AJH, Association of Haitian Journalists) is proposing to open a Centre for Ongoing Training in Journalism, as well as two Press Centres—one in Saint-Marc, and the other in Mirebalais.

The *Association des Journalistes haïtiens* (AJH, Haitian Association of Journalists) is the oldest media organisation in Haiti, and, theoretically, all Haitian journalists belong to the association. From 1986 to 1991, the AJH played an important role as a militant organisation and as a trade union. As a militant organisation, it succeeded in having the recognition of freedom of expression and the right to information written in to the 1987 Constitution; as a trade union, it played an important role in supporting the democratic movement.

The benefits of this project are three-fold:

- It will see the start-up of activities at the AJH's Centre for Ongoing Training;
- It will provide an immediate response to the training and re-training needs of Haitian journalists—especially those in the North-West department—notably through modules on freedom of expression, pluralism and diversity;
- It will provide journalists in Saint-Marc and Mirebalais with a venue to meet and work.

### 2. DESCRIPTION OF THE TARGET GROUPS

- 40 journalists from the North-West department;
- 75 journalists from Port-au-Prince;
- Journalists in Saint-Marc and Mirebalais.
- 

### 3. DEVELOPMENT OBJECTIVE

Implementing this project will solve two major problems: with the opening of the AJH's Centre for Ongoing Training, it will contribute to remedying the lack of journalist training; and, through the mini press centres, it will provide journalists in Saint-Marc and Mirebalais with a venue to meet, work, and exchange. Setting up these centres will promote the establishment of links between the journalists in these towns.



#### 4. IMMEDIATE OBJECTIVE

To strengthen the capacity of journalists in the North-West department, and in Port-au-Prince; and to provide journalists in Saint-Marc and Mirebalais with a venue to work, meet and exchange.

#### 5. PROJECT OUTPUTS

- Ongoing training in journalism techniques for 40 journalists from Port-de-Paix;
- Courses in journalism writing, reporting and interviewing for 75 journalists from Port-au-Prince;
- Improvement in the quality of work of journalists in Saint-Marc and Mirebalais as a result of the opening of the mini press centres.

#### 6. ACTIVITIES

Organisation of six training modules for 40 journalists from the North-West department, and three workshops (writing, interviewing and reporting) for 75 journalists from Port-au-Prince (25 journalists per workshop). Opening of two mini press centres, in Saint-Marc and Mirebalais.

#### 7. PROJECT INPUTS

The project inputs can be divided into two categories: For the Centre for Ongoing Training, inputs will cover remuneration of the trainers, hiring of the training venue, production of course materials, hiring of an audio studio for practical work, transportation and accommodation for trainers, and monitoring trips undertaken by the project manager;

For the mini press centres, inputs will cover the rental of the premises, furniture and equipment (desks, chairs, conference tables, computers and internet access), and remuneration of the project manager.

#### 8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8
Planning of and registration for the course in Port-de-Paix								
First course module in Port-de-Paix								
Second course module in Port-de-Paix								
First workshop in Port-au-Prince								
Third course module in Port-de-Paix								
Opening of the mini press centres in Saint-Marc and Mirebalais.								
Second workshop in Port-au-Prince								
Fourth course module in Port-de-Paix								
Fifth course module in Port-de-Paix								
Third workshop in Port-au-Prince								
Sixth course module in Port-de-Paix								
Evaluation exam for journalists in Port-de-Paix								
Diploma awards ceremony for journalists in Port-de-Paix								

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the *Association des journalistes haïtiens* (AJH, Association of Haitian Journalists), which has existed since 1953. In 2010, with UNESCO support, the AJH organised several courses for journalists in Haiti, including:

- A course on natural disaster risks, in collaboration with the Haitian Civil Emergency Services (DPC, *Direction de la Protection civile*), for 300 journalists from 10 regions;
- An assistance programme for journalists who had lost their jobs following the earthquake on 12 January 2010. This emergency aid programme, involving the production of news reports on humanitarian, cultural and historical themes, also included a training component in writing techniques for reporters. Some twenty journalists were involved in the programme.
- A course on covering elections, for 250 journalists from 9 Haitian towns (Port-au-Prince, Port-de-Paix, Gonaïves, Saint Marc, Mirebalais, Jérémie, Jacmel, Miragoane and Petit Goave). As part of the course, an information session on cholera and the means of combating the disease was organised in collaboration with *Action contre la faim* (ACF), *Médecins du Monde* (MDM), and *Médecins sans Frontières* (MSF).

## **10. SUSTAINABILITY**

The AJH Training Centre's activities will be driven by the needs expressed by local journalist associations. Opening the Centre will create a dynamic enabling the organisation of regular sessions of ongoing training, financed by national and international institutional players in the field of communication.

The press centres will be managed by the local journalist associations (the *Association des Journalistes du Bas-Artibonite* and the *Association des Journalistes de Mirbalais*). After the first year, the press centres will be financed through the hiring of rooms for conferences, courses and various other events.

## **11. FRAMEWORK OF MONITORING**

The project will be monitored by the UNESCO Office in Haiti; the AJH will coordinate the evaluation of the project.

## **12. EVALUATION**

In 2009 and 2010 the AJH organised and conducted several courses in 10 regions of Haiti. This enabled the association to gain an accurate understanding of the need for training, among Haitian journalists, especially in the provinces, in the basic techniques of written and audio reporting. The journalists in Port-de-Paix, in particular, who are disadvantaged by the fact that they are so far away from the capital, expressed the need for ongoing training. The AJH also realised that there was quite a demand for training among media professionals in Port-au-Prince, who were more interested in refresher training than a full, one-year course.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The AJH will submit a progress report and a final report. The project will be supervised by the Association's Secretary-General, Mr Jacques Derosier, who will be responsible for producing and submitting the reports. The UNESCO Office in Haiti, in collaboration with the AJH, will be responsible for the overall monitoring of the project.

### **C. ADDITIONAL INFORMATION**

In 2009 and 2010, the AJH received IPDC assistance for the following training projects in Haiti: a course in reporting on natural-disaster risks, conducted in collaboration with the Haitian Civil Emergency Services (DPC,

*Direction de la Protection civile haïtienne*); an assistance programme for journalists who had lost their jobs following the earthquake on 12 January 2010. In all, some 320 journalists benefited from these projects.

**Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/8HAI/01 350-HAI-81	30,000	HAITI: DEVELOPMENT OF A PROGRAMME FOR THE PRODUCTION AND PROMOTION OF PRINTED AND AUDIO-VISUAL MATERIALS	1988 -1991
PDC/17HAI/01 352-HAI-71	50,000	STRENGTHENING THE TELEVISION PRODUCTION CAPACITY	1997 -1998
PDC/18HAI/01 352-HAI-81	38,000	STRENGTHENING THE PRODUCTION OF THE NATIONAL RADIO	1998 -1998
PDC/19HAI/01 352-HAI-91 505 HAI 60 FIT-SAUDI ARABIA	37,000 27,000	STRENGTHENING THE PRODUCTION MEANS OF THE NATIONAL RADIO	1999 -2001
PDC/19HAI/02 352-HAI-92 505-HAI-61 505-HAI-62 FIT-SAUDI ARABIA	50,000 18,000 5,000	STRENGTHENING THE PRODUCTION CAPACITY OF TÉLÉ-HAÏTI	1999 -2003
PDC/48 HAI/01 354-HAI-5041	25,000	ESTABLISHMENT OF COMMUNITY MULTIMEDIA CENTRES	2005 - 2006
PDC/53 HAI/01 354-HAI-5081	38,500	RENFORCEMENT DES CAPACITES DES MEDIAS HAÏTIENS	
PDC/54 HAI/01 354 HAI5091	55,000	HAÏTI: ASSISTANCE TO COMMUNITY RADIO	2010-2011
PDC/54 HAI/02 354 HAI 5092	55,000	HAITI: ASSISTANCE TO HAITI JOURNALISTES ASSOCIATION	2010-2011
		<b>TOTAL HAITI: US\$ 368,500 +US\$50,000 (FUNDS-IN-TRUST)</b>	

**BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

	Qty	Unit price	Total
Trainer (Port-de-Paix) (6 sessions):	5 days	150	4,500
Accommodation for trainer (6 sessions):	5 nights	100	3,000
Hiring of the training room (6 sessions):	5 days	100	3,000
Air fare for trainer (Port-de-Paix):	6	250	1,500
Hiring of a studio for practical work (Port-de-Paix):			1,000
Trainer for the 3 workshops (Port-au-Prince):	3 days	150	1,350
Air fare (evaluation and management):	5 trips	250	1,250
Car rental (monitoring of training):			700
Accommodation (Port-au-Prince / evaluation / training):	4 trips	200	800
Printing of training guides:			1,500
Refreshments in Port-au-Prince for 25 participants (3 x 3-day workshops):		20	4,500
Hiring of press centres:	2	4,000	8,000

Equipment for the 2 press centres (computers, Internet etc.):	6,000	12,000
<b>TOTAL:</b>		<b>US\$ 43 100</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>			
	Qty	Unit price	Total
Project management and monitoring:	6 months	8	4,800
Communications, video:			700
Administrative expenses:			1,900
<b>TOTAL:</b>			<b>US\$ 7 400</b>

# JAMAICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING TRAINING CAPACITY FOR COMMUNITY MULTIMEDIA CENTERS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 JAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment & training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 93 550
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 750
<b>9.</b>	<b>BENEFICIARY BODY</b>	Container Project Palmer Cross, Clarendon, Jamaica Mervin Jarman Project Coordinator and Digital Artist Tel: +1 876 986 1675 <a href="mailto:theistreetlab@gmail.com">theistreetlab@gmail.com</a> <a href="mailto:containerproject@gmail.com">containerproject@gmail.com</a> <a href="http://www.container-project.net">www.container-project.net</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office for the Caribbean ACI: Isidro Fernandez-Aballi NPO: Erika Walker
<b>11.</b>	<b>PROJECT LOCATION</b>	Palmers Cross, Clarendon, Jamaica
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mervin Jarman Project Coordinator and Digital Artist Tel: +1 876 986 1675
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Container Project was developed and implemented in 2003 a 40 ft. container was retrofitted into a 16-computer workstations, training and certification were offered in digital music production, digital photography and videography, and offered the only Internet /computer source for the Palmers Cross community which is an rural community In the parish of Clarendon.

Examples of projects already undertaken by Container Project include “Communities Without Borders’, where young people from the other CMCs’ developed Multimedia skills to use in their respective CMC; Building Mobile Multimedia Facility for Rural Youth - a series of new media training workshops in Digital Arts, Music Production, Multimedia Centre Management and leadership skills, and most recently the iStreet Lab, which is a “Street Arts” initiative that allowed persons from the community to produce stories, and other aspects of oral and visual culture. IT also allowed them to pass on information to other community members using a mobile multimedia lab constructed in a garbage bin.

For this upcoming project research and development will be an integral part of Container Project’s activities, covering a range of collaborative and developmental approaches. The Container Project proposes to establish a Radio Training Station at its existing location, and to expand on the capacity of the space to increase the professional and specialized Multimedia training being delivered, which would be extended to all the CMC’s across Jamaica. The project will develop its own online training platform - Interactive Teaching and Learning System (ITAL), applying international standards for certification. The practical training provided by the project is expected to result in a better knowledge base among the target group; increased income-generating capacity; enhanced ICT/multimedia capacity in the various communities, making them multimedia producers whose output will help to increase media pluralism in Jamaica.

This project is designed to build the capacity of persons attached to twenty (20) CMCs the Caribbean. Most of these CMCs already have established cyber centres, and homework clubs as part of their operations. With the assistance of Container Project three of these CMCs have introduced internet broadcasting. They are Roots FM, JET FM and FREE FM in Jamaica. The building of a community radio training station will promote greater communication and self-expression for marginalized communities. The creation of a specialized multimedia research and development training centre for the CMCs will also benefit communities by creating more employable and multi-skilled members of the community.

The project will allow us to train thirty (30) participants selected from five (5) regional CMCs as well as ten (10) local (Jamaica) CMCs, and 5 local schools ranging from primary to high schools in the delivery of online training in an effort to develop the human resources capacity in the individual CMCs. The training will focus on Internet radio production and management, the technology required to enabling analog community radio stations to move to the digital platform, and the development of the use of multimedia tools, so each of the CMCs can meaningfully contribute to the online repository of cultural productions.

These activities will further enhance the eligibility of the Container Project and its fundamental principles of creating affordable technology solutions for community and personal development for the community of Palmers Cross and other CMCs across the Caribbean.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary beneficiaries of the project will be the approximately 1300 community members of the Palmers Cross community, the 15 teachers who will be trained to develop and deliver online training on the ITAL platform and the 15 CMC operators/media trainers who will be trained in digital radio and specialized multimedia production.

## **3. DEVELOPMENT OBJECTIVE:**

### **Regeneration**

- Boost the creative and cultural economy of the Palmers Cross Community and create employment opportunities within the cultural sector in the community
- Attract partners and investment into the community
- Increase visitors to the community
- Develop regionally significant cultural infrastructure
- Breakdown stereotypical perceptions of the community
- Encourage innovation and openness to explore new experiences
- Promote physical and mental well-being of local community members through culture

### **Increasing Participation**

- Promote, develop and encourage programmes that improve creative talents of youth in Palmers Cross
- Use ICT's and new technologies to reach new audiences
- Work with local community groups, organisations and clubs to increase access and participation in cultural activities especially low income and disabled.

## **4. IMMEDIATE OBJECTIVE:**

To build a community radio training station and create a regional training center for the CMCs and to train 30 participants selected from 5 regional and 10 local CMC's.

## **5. PROJECT OUTPUTS:**

- Develop training platform;
- Ten (10) persons trained and certified in Radio Production;
- Five Regional interns, trained and certified in Digital Radio Production
- Increased capacity of 1300 people in Palmers Cross;
- 20 hrs local radio content produced, including digital stories for library archive.
- A community radio station training centre equipped with transmission and production, training facility;
- HEART TRUST/NTA certification for participants;

## **6. ACTIVITIES:**

- Building the community the Training Radio Station and upgrading the existing Container Project infrastructure to accommodate specialized training in Multimedia programs and conduct Research and development practice.
- A three-week comprehensive training course for fifteen teachers to impart skills on using appropriate multimedia training methodologies to be held for one week at the Container Project and for two weeks at the individual CMCs.

- The introduction to the Interactive Teaching And Learning (ITAL) platform to deliver online training in their CMCs' and schools.
- One-week (5 days) training course held in the Container Project to impart essential skills in digital audio management to develop their Internet radio broadcast capacity, for 5 interns who will be drawn from active CMC radio station technicians from five regional CMC's in the Caribbean, and 10 local from Jamaican CMCs.

**7. PROJECT INPUTS:**

- 40ft ISO shipping container to house the community radio training station;
- Project coordinator;
- Multifunction Industrial Printer for in house publishing and printing services.
- One trainer to train fifteen (15) radio producers in digital in production techniques
- One trainer to train fifteen (15) teachers in ITAL multimedia training methodologies
- Two iMac desktop computers with 2 GB memory; broadcast and play list software capable of automating the schedule of broadcast content and streaming live on the Internet. Note that computers will be retained by the radio station to maintain the training program beyond the project period.
- A set of studio equipment, comprising a 8-Chanel AED mixer with telephone inputs, recording facilities comprising 2 Olympus Digital recorders, 4 AKG omni directional microphones, cables and stands, a role of cables, a set of 20 assorted connectors, capable of live broadcasting talkback programmes as a permanent feature of the radio training. The equipment will be retained by the radio station after the completion of the project in order to continue the training program beyond the project period.
- One 200-watt FM transmitter and a set of 2 way Stacked Dipole Antenna produced by Aareff company in Spain, capable of increasing the radio station's coverage to a 30-km radius within and beyond the project period.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preliminary planning and community surveys	■	■										
Acquisition of the equipment; building the radio station training infrastructure into the container		■	■	■								
Installation of the equipment					■							
Developing training platform for training programme				■	■	■						
Testing and adjustment of the radio equipment						■						
Organizing and deliver two training workshops						■	■	■				
Organizing online regional training workshops								■	■	■		
Production and broadcast of community radio program content							■	■	■	■	■	
Submission of implementation reports				■				■				■
Monitoring and evaluation; Marketing and advertisement	■	■	■	■	■	■	■	■	■	■	■	■

**9. INSTITUTIONAL FRAMEWORK:**

The "Container Project" exists to introduce grassroots communities to new and emerging technologies and to provide empowerment for youths who are unemployed. To assist these youth in developing and improving their ability to successfully interact with computer related technology.

- Management structure: Board of Directors
- Number of regular staff: 3



- Their functions:
- Ms. Maytress Scarlett – General Manager/ Instructor
- Ms. Joniel Allen – Assistant Instructor
- Mr. Winston Stephenson – Technician / Instructor
- Date of establishment: March, 2003
- Annual income: JM\$500,000.00
- Income sources: Payment from workshops, training courses, fund raising events and donation.

The Management Committee (the Container Project's Board of Directors) will be responsible for financial accountability, as the funds will be administrated through the Container Project. Other members of the team will come from the various organizations approached. This group will form the core development body. In addition, representatives from UNESCO/IPDC and other organizations will be invited to participate.

The Container Project has approached Jamaica Broadcasting Commission and Spectrum Management with regards to obtaining a License. We were granted temporary license in 2008, and have been instructed to provide the legal framework upon which the license can be granted we are currently pursuing this, as the authorities do not recognize the status of Community Based Organization so we are taking the necessary steps to become a Non Government Organization (NGO). We will be registering as a training facility as well as a community radio. We will also be partnering with FREE FM in Jamaica to do broadcasts.

## **10. SUSTAINABILITY:**

The sustainability of the activity rests firstly upon the additional capacity of the Container Project to offer a wider array of training opportunities, access to the equipment and to multimedia tools. In addition, the youths trained under the project will be obligated to mentor other youths in the community. This will provide an opportunity to impart skills and entrepreneurial values to new persons on an ongoing basis.

With the radio training component we intend to offer sponsored internship, and training in Internet radio production to increase the number of independent media journalists across the Caribbean. On the occasions that the facility is not being used for training we will be use to broadcast community bulletin boards. We will also seek sponsorship for the workshops and other events as well as seek other contributions in order to generate income.

We expect to offer a number of courses online. Members of the CMCs who will be participating in this project will be required to subscribe to the program in order to receive all the courses available. We will also provide online training for non- CMC members and other individuals at a cost. Face to face training in specialized areas will be conducted as a calendar event so that CMCs members can plan and register for these programs. There will be at least three (3) specialized multimedia production courses offered during the term of this project.

With the equipment and additional capacity the Container Project will act as a publishing house for many of the young and upcoming talents, we will also act as "skills brokers" for clients seeking specialists/ skilled workers in multimedia techniques. Container will leverage these connections for a nominal fee also.

We will seek grant funding to continue to run workshops. We will also seek commercial seed funding to continue the business development programme, we plan to install a revolving fund that will continue to assist in the maintenance of the project.

## **11. FRAMEWORK OF MONITORING:**

We would recommend independent consultants Mrs. Sonia Mills to undertake the monitoring and evaluation of the project. Her collective technical expertise enables her to document the process first-hand, providing a

blueprint of the whole construction process for future use. The Human Employment and Resource Training (HEART) Trust National Training Agency (NTA) will provide validation and certification for the training being delivered under their NVQJ certification program. Provision will also be made with ICT4D Jamaica to play a pivotal part in the monitoring and evaluation of the project.

**12. EVALUATIONS CARRIED OUT:**

The Container project was a recipient of the UNESCO/IPDC workshop programme “*Building Mobile Multimedia Facility for Rural Youth*”. This was the pilot of the project that yielded excellent results. On the basis of these results, which reflect true community transformation, the Container Project seeks to expand the programme to the community by creating a community training centre to include specialized training in multimedia and radio development.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The beneficiary agency undertakes to report on project progress on a four-month basis.

**C. ADDITIONAL INFORMATION**

**Contribution foreseen by the beneficiary agency during the project period:**

The Container Project has secured and will maintain a 40 year lease on the property at Palmers Cross Clarendon. We will supply specialist high quality consultation for the development of the project and beyond. The Container will continue to service the project with a team of volunteers and provide funding for the procurement of materials and services related to the project implementation period. The beneficiary body will source seed funding from affiliated organizations in partnering with the initiative to strengthen the push for sustainability.

The Container Project is currently brokering a partnership deal with the Department of Correctional Services to host an external site for Free FM (*FREE is currently based inside the prison for prisoners rehabilitation*), to be used as a training environment for parolees and warders who are/were involved with the FREE FM stations inside the institutions. Container Project is in the middle of a contract with that department to retrofit and install radio transmitters and Internet protocols for broadcasting at their second location in Spanish Town, St. Catherine. There is presently a request submitted to the Broadcasting Commission and Spectrum Management for the extension of the license provision to cover five (5) additional locations, with this arrangement we are confident that we will be able to receive the necessary license to broadcast from our training location in Palmers Cross, Clarendon.

As back -up measure, we will seek to engage either Roots FM or JET FM in a similar partnership to that with FREE FM, as the precedence re the extension of license to operate in multiple locations simultaneously would have been set.

**Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/4JAM/19 350-JAM-41 350-JAM-71 350-JAM-81 352-JAM-21	40,000 34,000 25,000 63,000	JAMAICA CREATIVE PRODUCTION AND TRAINING CENTRE FOR TELEVISION AND RADIO (CPTC)	1983 –1992
PDC/11JAM/01 352-JAM-31	60,000	DEVELOPMENT OF THE COMPUTER SYSTEM IN THE JAMAICA INFORMATION SERVICE	1993 -1994
PDC/16JAM/01 352-JAM-71	37,000	COMMUNITY RADIO FOR POVERTY ALLEVIATION AND DEVELOPMENT	1997-1998

PDC/18JAM/01 352-JAM-81	90,000	UPGRADING THE TRAINING AND PRODUCTION CAPABILITIES OF THE CREATIVE PRODUCTION AND TRAINING CENTRE (CPTC)	1998-1999
PDC/20JAM/01 353-JAM-01	33,000	WORKSHOP FOR PRODUCTION OF TRAINING VIDEO/MANUAL FOR JOURNALISTS ON HOW TO REPORT ON VIOLENCE AGAINST CHILDREN AND AMONG CHILDREN	2000 - 2002
PDC/48 JAM/01 354-JAM-5041	20,000	BUILDING MOBILE, MULTIMEDIA CAPACITY FOR RURAL YOUTH	2005 - 2006
PDC/51 JAM/01 354-JAM-5061	20,000	JAMAICA: CREATIVE MEDIA AND CREATIVE CONTENT DEVELOPMENT: INTERNET RADIO/MOBILE ICT LAB	2007-2008
PDC/51 JAM/01 354-JAM-5062	32,000	JAMAICA: DEPARTMENT CORRECTIONAL SERVICES (DCS)- PRISON RADIO NETWORK (REHABILITATION RADIO)	2007-2008
PDC/54 JAM/01 354 JAM 5091	26,400	JAMAICA: SPRING VILLAGE COMMUNITY MULTIMEDIA TRAINING CENTER AND RADIO STATION	2010-2011
		<b>TOTAL JAMAICA: US\$ 480,400</b>	

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

2 Trainers @ \$125 per hr for 40 hrs each (total of 80 hrs of training)	10 000
Training materials (purchasing/production of hand-out and software)	5 000
5 interns/ trainees from Caribbean region (\$2 000 per person for one week. Travel, accommodation & meals)	10 000
15 Participants' local travel and meals (\$250 per person for one week)	3 750
1 200W Radio Transmitter and accessories	3 000
1 Multifunction Industrial Printer	5 500
2 mini disc recorders	1 000
2 AC/DC Converters and Batteries	1 500
<b>TOTAL:</b>	<b>US\$ 39 750</b>

### BREAKDOWN OF BENEFICIARY CONTRIBUTION (in US dollars)

1 Container	3 000
5 iMac computers and Software	15 000
Local/international media specialist (@ \$125 per hr for 40 hrs)	5 000
Office furniture (15 chairs and Desk)	5 000
Retro fitting 40 <sup>th</sup> Container for Radio Station Training Room	7 000
Cables, assorted connectors and fittings	300
Antenna Mast	3 000
Training Platform Installation	1 500
Monitoring	4 000
Administration	10 000
<b>TOTAL:</b>	<b>US\$ 53 800</b>

# MEXICO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY-BUILDING OF RADIO JOURNALISTS WORKING ON GENDER VIOLENCE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 MEX/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National, Mexico
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 36 080
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 480
<b>9.</b>	<b>BENEFICIARY BODY</b>	Comunicación e Información de la Mujer, AC
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Comunicación e Información de la Mujer, AC
<b>11.</b>	<b>PROJECT LOCATION</b>	Oaxaca, Chiapas, Michoacán and Guerrero.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Lucía Lagunes Huerta, Executive Secretary Voice/Fax(52 55) 5510 20 33/ 5510 00 85 <a href="mailto:coordinacioncimac@yahoo.com.mx">coordinacioncimac@yahoo.com.mx</a>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This project aims to build capacity of community radio journalists in Mexico to analyze and cover gender-related issues from human rights perspective, using non-sexist language. The extreme and wide-spread violence against women in Mexico that propagated in the climate of insecurity and economic exploitation, gave rise to the phenomenon of “femicide”. As much as 90% of perpetrators of female homicide cases can go unpunished. Dozens of rapes of mainly indigenous women by the army and security forces in the context of repressive actions (such as the events at Atenco and Oaxaca) were not investigated. As guarantors of freedom of speech, community radios give a voice to the poorest and most vulnerable groups, such as women and indigenous, and journalists pay a heavy price for reporting violations of human rights of the most marginalized. In Ciudad Juarez, the authorities had reportedly failed to act on earlier death threats against crime reporter of El Diario, until he was shot as he sat in his driveway with his young daughter. Two hosts for a new radio station known for denouncing abuses within the Triqui community were killed. Separately, host of a popular radio show was killed on a major street in Villahermosa, after he refused to take down banners encouraging citizens to report kidnappers to the authorities. The “war against organized crime” served as a pretext for a police crack-down on community media, and absurd license requirements create the situation when many community radio stations have no choice but to operate illegally. The staff running community radio stations in remote indigenous areas, often has no professional journalist training or expertise in human rights while the abuses of rights, especially that of women are wide-spread and take diverse forms in that areas. This project plans to organize trainings of community journalists in Oaxaca, Chiapas, Michoacán and Guerrero. In all project sites, alternative communication media, especially radio, plays a fundamental role in disseminating information about what happens to women behind closed doors of factories and their homes, and how insecurity of mothers and children affects the social health of communities and entire nation.

### **2. DESCRIPTION OF THE TARGET GROUP:**

- 40 radio professionals from Oaxaca, Chiapas, Michoacán and Guerrero.
- The secondary beneficiary group will be about 80,000 radio listeners, if we take into account that for each trained radio journalist there are some 2000 potential listeners receiving that message.

### **3. DEVELOPMENT OBJECTIVE:**

To promote freedom of expression and awareness on gender issues in Mexico

### **4. IMMEDIATE OBJECTIVE:**

To enable community radio journalists in Oaxaca, Chiapas, Michoacán and Guerrero to communicate and interact with their communities and each other, on gender-related issues

### **5. PROJECT OUTPUTS:**

- Improved coverage of issues related to gender-violence.
- Radio programs in Oaxaca, Chiapas, Michoacán and Guerrero analyzing the local gender situation from the human rights approach, and using non-sexist language.
- Raised awareness about of negative effects of gender violence on communities concerned.
- The methodology and course materials.

- A strategic alliance among indigenous Mexican community radio journalists for the creation of networks, to support their research on gender violence and to reinforce the CIMAC Radio Network established in 2007.

**6. ACTIVITIES:**

The project will organize 4 two/three-day workshops with the attendance of 40 journalists. In order to prepare the workshops, we intend:

- To contact community radio stations, through an alliance with the World Community Radio Association (AMARC) and journalists in each state.
- To design workshop methodology.
- To research and prepare workshop information dossiers, to be used in each country workshop.
- To organize workshop logistics (work spaces, invitations, accommodations and meals, etc.).
- To link radio stations with the Radiocimac micro site.
- To get e-mail feedback among radio journalists.
- To prepare progress and final reports, as well as financial statements.

**7. PROJECT INPUTS:**

- Four training workshops on human rights, non-sexist language and gender violence.
- Two trainers on human rights, non-sexist language and gender violence.
- Methodology development.
- Research information material to support training sessions.
- Workshop classrooms and demonstration equipment.
- Portable computers for trainers.
- Logistics (transportation, accommodations and meals) for workshop trainers and attendees.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Contacting community radio stations in Mexico, through an alliance with the World Community Radio Association (AMARC)												
Workshop methodology design												
Researching and preparing workshop materials												
Organizing workshop logistics ( invitations, hotel accommodations)												
Holding workshops												
Linking community radios to the Radiocimac microsite												
Gathering feedback from radio journalists												
Preparing mid-term and final report and financial statements												

**9. INSTITUTIONAL FRAMEWORK:**

Twenty two years ago, when women social conditions were given little consideration by the media, Comunicación e Información de la Mujer, AC (CIMAC) has fought to put women issues on media agenda. The National Journalists Network now counts the following organizations among its members: the Trinational Journalists Network Mexico, United States and Canada; the Latin American Journalists Network; the Mexico, Central America and Caribbean Journalists Network; and the International Networks of Journalists with a Gender Vision, stretching over 15 thousand radio, press, television and Internet journalists. CIMAC conducted more than 800 workshops for journalists and NGO members, with some 6 thousand national and international

attendees. It has information alliances in more than 10 news agencies, 20 communication media (radio, press, TV and Internet), the publication of information in 200 printed Spanish speaking media and 400 Internet portals. Cimacnoticias agency page, [www.cimacnoticias.com](http://www.cimacnoticias.com) has 30 thousands hits a day.

Since 2000, CIMAC has been present on the radio through interventions of mass radio groups and in 2003 it started its four-year broadcast, the “Público y Privado” program. It has now a permanent radio presence, as well as information alliances with the Mexican Radio Institute (IMER), via its newscast “Antena Radio” 107.9 FM; “La Voz de la Noticia” 102.3 FM in Huatulco, Oaxaca, the “Sistema de Radio y Televisión Mexiquense” of the State of Mexico, through “Informativo Mexiquense” 1600 AM, Radio Fórmula en “Detrás de la Noticia con Ricardo Rocha”, 1470 AM, Radio Xenka “La Voz del Gran Pueblo” 1030 AM, in Carrillo Puerto, Quintana Roo, el “Noticiero 7 Regiones” Guerrero TV, Radio UNAM “Chiapas Expediente Nacional, Radio Bemba”, “Boomerang, informativo de ida y vuelta” in Sonora, Radio Universidad de Guadalajara, just to mention a few. On the other hand, since 2007 it published a Cimacnoticias Information Summary, distributed among radio journalist networks and members of the Journalists Network it created years ago.

#### **10. SUSTAINABILITY:**

With a specialized organization, for over two decades, training and motivating journalists to generate democratic, inclusive and non-sexist information, this project is part of a solidly built gear. That is why we believe, one of our imperative tasks is to analyze results of each training workshop, with the purpose of assessing its methodological pertinence and usefulness. Thus, once the workshops and project terminate, we shall continue promoting this type of capacity-building for alternative media journalists. We will build alliances with indigenous grassroots organizations which use community media, e.g. in Oaxaca, Centro de los Derechos de la Mujer Nääxwiin, which specifically targets women's rights, and encourage them to keep going the discussion on this important topic.

#### **11. FRAMEWORK OF MONITORING:**

A way to monitor project progress will be through a logbook, which will allow us to record all activities and processes, as well as participants’ registration and assessment sheets. Financial and narrative reports shall be provided to UNESCO ACI in San Jose under contractual terms of reference.

#### **12. EVALUATIONS CARRIED OUT:**

For CIMAC, approaching IPDC is a great opportunity to continue work we started two years ago, with a project that allowed us to draft the “Towards the construction of a non-sexist journalism” manual that we distributed among network journalists, as a consultation tool for their every day professional work.

Before sending this project, we did a mapping of the community radio situation in Central America, and wrote a report called “Mexican Journalists’ Labor Conditions: An Approach”. The organization’s base operation, CIMAC, is guaranteed through tri-annual projects with the John & Catherine McArthur Foundation and the Heinrich Böll Foundation, as well as with annual projects with the Ford Foundation, a specialized fundraiser, and a recently created organizational sustainability team.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Those responsible for the mid-term and final financial reports will be the CIMAC Administrative Coordinator, Susana Espinosa Flores, whereas Miriam González Sánchez, CIMAC Sustainability Coordinator will be responsible for the narrative reports.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/4MEX/18 350-MEX-41	40,000	MEXICO: DESIGN AND TESTING OF CURRICULUM FOR CONSUMER EDUCATION IN COMMUNICATION	1984 -1986
PDC/8MEX/01 350-MEX-81 350-MEX-91	25,000 20,000	PURCHASE OF MICROCOMPUTERS FOR THE TECHNOLOGICAL MODERNIZATION PROJECT FOR NOTIMEX (MEXICAN NEWS AGENCY) CORRESPONDENTS	1986 -1990
PDC/14MEX/01 352-MEX-41	28,000	REINFORCEMENT OF MULTIMEDIA PROJECT 'EL RUMBO DE LOS NINOS'	1994 -1997
PDC/48 MEX/01 354MEX 5041	25,000	STRENGTHENING FREEDOM OF EXPRESSION AND COMMUNITY RADIOS	2005-2006
PDC/51 MEX/01 354-MEX-5062	25,000	MEXICO: STRENGTHENING OF RURAL, INDIGENOUS AND COMMUNITY COMMUNICATION IN MEXICO	2007-2008
PDC/53 MEX/01 354-MEX-5081	22,000	DEVELOPMENT OF ONLINE COURSE IN CITIZEN JOURNALISM, FOR COVERAGE OF THE ENVIRONMENT AND ECONOMIC DEVELOPMENT	2009-2010
PDC/54 MEX/01 354 MEX 5091	31,900	MEXICO: STRENGTHENING OF THE RURAL COMMUNICATION THROUGH TRAINING IN THE PRODUCTION AND TRANSMISSION OF PROGRAMS IN INDIGENOUS LANGUAGES AND SPANISH	2010-2011
<b>TOTAL MEXICO: US\$ 196,900</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b>TRAINING COMMUNITY RADIO JOURNALISTS</b>		
Trainers fee (\$200 x 4 day x 4 workshops )		3 200
DSA for 48 participants including trainers and project staff (meals, accommodation, coffee break and premises rent (\$120 per c/u x 3 days x 48 participants)		17 280
Traveling expenses for trainers (\$500 x2 x 4 project sites)		4 000
Teaching material (\$25 x 40 journalists)		1 000
Office expenses (consumables, \$125 x 8 months)		1 000
<b>TOTAL:</b>		<b>US\$ 26 480</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

<b>HUMAN RESOURCES</b>		
Project Coordinator (\$620 x 8 months)		4 960
Assistant of logistics (\$310 x 8 months)		2 480
Documentalist ( \$270 x 8 months)		2 160
<b>TOTAL:</b>		<b>US\$ 9 600</b>



# PANAMA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>WE ARE INVENCIBLE YOUTH</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 PAN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 33 328
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Youth in communities Arraijan, Chorrera, and San Miguelito Educators specializing in Social Communication, Broadcasting CRISOL FM
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	SISTEMA ESTATAL DE RADIO Y TELEVISIÓN TEL: 507-1563
<b>11.</b>	<b>PROJECT LOCATION</b>	Panama, Crisol FM
<b>12.</b>	<b>PROJECT PREPARED BY</b>	MIRTHA MARISOL RODRIGUEZ MENDIETA, CERTV,
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The State System for Radio and Television (SERTV) and its affiliate CRISOL FM intend to pioneer the “We Are An Invincible Youth” educational radio project in Panama. This proposal aims to train young people in high-risk communities of Panama, in production and dissemination of positive social messages. “We Are An Invincible Youth” initiative will enable young people to become the voice of their communities and contribute towards violence prevention and culture of peace. It will promote media literacy by providing critical knowledge and analytical tools to young media consumers and enable them to critically make use of the media.

The young leaders will be trained in workshops focusing on pre-production and production of stories describing their experiences, anecdotes and other topics of common interest. These programs will be transmitted via CRISOL FM, a radio station with national coverage, and retransmitted on National Radio FM. “We Are an Invincible Youth” is the first project of this kind in Panama whereby the youth is given means and space to reach a nation-wide audience with its ambitions, dreams and ideals. The training is expected to pave the way for professional opportunities for participants in the long term. The trainees will be also encouraged to get involved in the work of other radio stations in the province of Panama. “We Are an Invincible Youth” will reinforce the self esteem of young people, develop their ability to express themselves and provide an alternative communication line among peers and with the society

The project will involve students from Arraijan, Chorrera, and San Miguelito communities of Panama. The students from Arraijan and Chorrera will be trained together (30 participants) in two workshops. The group of 15 participants from San Miguelito will be trained separately due to the social particularities of this region. During the workshops, the young people will produce nine 60 minute live programs, three in each district, to be aired over the Crisol FM frequency. The students will moderate these slots and will have the opportunity to interview panels of experts in different fields. In order to conduct a successful training for 45 participants and carry out extended radio production from three communities, Radio Cresol needs to up-grade its equipment as well as to expand its technical base. Therefore the project foresees the purchase of additional equipment.

The SERTV mobile life transmission system will carry the programme to the interior regions and islands without access to nation-wide channels, as well as regions with indigenous cultures. “We Are an Invincible Youth” will involve residents, from as many regions as the technical mobile resources allow, in production and transmission of radio programs via CRISOL FM.

### 2. DESCRIPTION OF THE TARGET GROUP:

45 school students in the districts of Arraijan, Chorrera, and San Miguelito. The age group from 17 to 25 year old will include college, university students, as well as young leaders who are working in communities concerned. Particular attention will be given to gender balance among participants and trainers.

### 3. DEVELOPMENT OBJECTIVE:

To promote youth participation in the Culture of Peace initiatives through media.

### 4. IMMEDIATE OBJECTIVE:

To build capacity of youth leaders to use media to establish and promote positive roles models and messages about importance of healthy lifestyle, personal development and building communities without violence.

## 5. **PROJECT OUTPUTS:**

- 45 young leaders enabled to produce radio programmes about positive change in their communities
- At least nine 60 minute live programs aired, three in each district, over the Crisol FM frequency.
- A monthly slot at CRISOL FM established produced and moderated by young people, with retransmission on National Radio.
- Increased media literacy in the communities concerned.

## 6. **ACTIVITIES:**

- Training Activities
- Motivation and Personal Growth Discussion, 4 hours
- Simple and practical advice for personality development on how to participate in decision-making and become productive citizens, for themselves and the community.
- The Influence of Radio in the Community Conference, 4 hours
- The use of radio as an effective method for the distribution of news, information, opinions and ideas, and how these influence decision making.
- Basic Techniques for Radio Productions Workshop, 20 hours
- A Practical course on the use of sound effects, the co-called “voices of radio”, as well as simple formulas for creating montages and enhancing environments for better radio experiences.

Through a workshop focusing on the basic techniques of editorials the participants will learn about radio-dramas and interviews. Through the Basic Techniques for Radio Production workshop participants will become self sufficient in audio recording, editing and environment staging. Sociologist will provide them with the competencies, attitudes and skills necessary to comprehend media functions and societal issues of direct concern to communities.

## 7. **PROJECT INPUTS:**

### **Materials**

- Meals for 22 people for 12 days
- Portable recording studio
- Computer lab with printing capabilities
- Training room

**Equipment:** Please see budget

### **Transportation**

- A bus with a 15 seat capacity
- A car for the transportation of the trainers and in case of any unforeseen needs
- Fuel for both vehicles for 12 days

### **Human Resources**

- General Coordinator
- Assistant Coordinator
- ONG's Monitors

### **Facilitators**

- Psychologist, educator or a sociologist experienced in social communication.
- An educator or specialist in speech and language
- A technician with knowledge of the Pro Tool software

### **Support Personnel**

- A driver/A security guard

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project approval												
Selection of trainers												
Finalization of contractual arrangements												
Selection of participants												
Development of training manuals												
Content development												
Live airing of 'Somos los jóvenes invencibles' from Arraiján												
Live airing of 'Somos los jóvenes invencibles' from La Chorrera												
Live airing of 'Somos los jóvenes invencibles' from San Miguelito												

**9. INSTITUTIONAL FRAMEWORK:**

The Law N°58 of 28 December 2005 brought together Radio Nacional and Radio y Television Educativa to create two new radio stations, CRISOL FM and NACIONAL AM. In 2005, 91.5 FM, the national network permitted the first successful radio signal to be transmitted in Colon, Darien, Kuna Yala comarca and Embera Wounaan comarca. Few months later, the signal reached the central provinces on 102.5 and finally arrived in Chiriqui, Bocas del Toro and the Ngabe Bugle comarca on 102.7FM. These stations offer alternative programming with an emphasis on education, culture and training. Its listeners are a diverse group spread over eight provinces and three indigenous regions whose interests lie in their history, culture and development.

**10. SUSTAINABILITY:**

SERTV, created by means of Law N° 58 of 28 December 2005 as a social mass media system for the community to promote the cultural and educational policies of the Panamanian State. With the collaboration of the Ministry of Education and the University of Panama it encourages the development of Informal Educational ventures that require the use of radio and it is therefore pleased to join in any efforts directed towards the search for knowledge, identity and harmony with the development of programs that promote tolerance, empathy and human rights through the “We Are An Invincible Youth” program. With the mobile equipment acquired to execute the “We Are An Invincible Youth” program, the Sistema Estatal de Radio y Television will continue to support the plans in Panama in violence prevention, especially among the youth throughout the nation.

**11. FRAMEWORK OF MONITORING:**

Regular on-site visits by Advisor for Communication and Information in Central America. Project deliverables, six month reports, mid-term evaluation and final project report as per contractual arrangements with UNESCO.

**12. EVALUATIONS CARRIED OUT:**

Collaboration with UNESCO is constantly reviewed by UNESCO San Jose staff.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Karen Ching, Director for Television Programming, Mirtha M. Rodriguez M., Head of Production for CRISOL FM and Elizabeth España, Assistant to the Directorate of International Cooperation

## C. ADDITIONAL INFORMATION

The signing of the Non Refundable Financing Agreement between UNESCO and the Sistema Estatal de Radio y Television confirms that the equipment will be supervised and administrated by the radio department of SERTV. The Radio Department agrees to provide UNESCO with a weekly report on the produced and transmitted programming by means of the mobile unit, as well as the benefits offered to the communities involved. Every time the mobile unit is used for the benefit of the youth, SERTV will disclose that the mobile equipment was acquired by means of the UNESCO Program "Towards a Culture of Peace" Prevention of Violence in Youth.

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3PAN/27 350-PAN-31 350-PAN-51 350-PAN-71 350-PAN-91	15,000 35,000 35,000 20,000	PANAMA: AUDIO-VISUAL TRAINING FOR DEVELOPMENT	1982 -1990
PDC/14PAN/01 352-PAN-41	25,000	PUBLISHING EQUIPMENT FOR TRAINING IN JOURNALISM	1994 -1997
PDC/18PAN/01 352-PAN-81	30,000	FOSTER YOUTH PARTICIPATION IN THE MEDIA	1998 -1999
PDC/19PAN/01 352-PAN-91	30,000	STRENGTHENING AND DEVELOPMENT OF RADIO	1999 -2000
PDC/21 PAN/01 353-PAN-5011	20,000	CONTINUING EDUCATION PROGRAMME FOR JOURNALISTS	2003 -2004
PDC/48 PAN/01 354-PAN-5041	18,000	PROMOTION OF MEDIA PLURALISM IN PANAMANIAN RURAL COMMUNITIES	2005 - 2006
PDC/51 PAN/01 354-PAN-5061	20,000	PANAMA: FREE PRESS AND ETHICS IN PUBLIC AND PRIVATE TELEVISION AND RADIO JOURNALISM	2007-2008
PDC/52 PAN/01 354-PAN-5071	29,370	PANAMA: TRAINING PROGRAMME FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS	2008-2009
PDC/53 PAN/01 354-PAN-5081	17,600	ETHICS TRAINING TO IMPROVE MEDIA PROFESSIONALISM, STANDARDS AND CREDIBILITY	2009-2010
PDC/54 PAN/01 354 PAN 5091	28,600	PANAMA: TRAINING PROGRAM FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS	2010-2011
<b>TOTAL PANAMA: US\$ 223,570</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Unit Price	Q-ty	Amount
12 channel Audio console (16 channels, 6 buses)	590	1	590
Professional Microphone (Condenser with 1" diaphragm, High Pass filter)	115	4	460
Boom Microphone (power, support, foam glue, Travel case, phantom power +48V)	350	2	700
Dell Precise laptop mobile workstation, Intel processor CoreTMi7 -920XM	1 400	1	1 400
Pro Tool Mbox 2 Mini, recording and mixing and studio and outside (software)	390	1	390
Headphones (Dynamic stereo headphones)	78	5	390
Monitors (Professional Near Field monitors 70W)	315	1	315
Antipop ONSTAGE ASVS6B	34	5	170

Comrex Access Portable Stereo BRIC IP/POTS Code W 6 LBS/3KG 3KG D 17" X 10"X 4" 0109		1	3 450
Comrex Acces 9501-0220 Extra Small Case 0709		1	220
Snake audio de 100 pies minimum 16in/16out, tipo Cannon plug)	519	2	1 038
Audio Recorders, 5 per community x 3 communities	200	15	3 000
1000GB Hard drive	127	1	127
General Coordinator (\$100 x 2 workshops)	150	2	300
Assistant Coordinator (\$75 x 2 workshops)	75	2	150
Psychology Consultant specializing in Social Communication (\$400 x 2 workshops)	400	2	800
Technical Audio Facilitator specialized in Pro Tool (international) (\$1,000 per each 3 week training includes fee, DSA and transportation)	1 000	3	3 000
Oral Communication Professional (\$100 x 2)	200	2	400
Venue Rental	400	2	800
<b>TOTAL:</b>			<b>US\$ 17 700</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Educational Material (blank pages, folders, pencils, pens for 30 people)	300
Transportation for 15 people (bus) (\$85 for one day for 6 days) (Includes roundtrip to and from Arraijan-La Chorrera)	510
Transportation Sedan Car (\$60 for 12 days)	720
Fuel for bus (\$70 for 12 days)	840
Fuel for Sedan car (\$120 for 12 days )	480
Lunch (\$4 per person/22 people for 12 days)	1 056
Refreshments (\$3 per person/22 people for 12 days, 2 refreshments a day)	792
Multi Media equipment rental (projector, screen, speakers, laptop for 2 weeks)	750
Compact Discs CD-R	60
Radio Producer (\$100 per day for 12 days)	1 200
Production Assistance (\$80 per day for 12 days)	960
Information Technology Technician (\$100 for 12 days)	1 200
Driver (\$80 per day for 12 days)	960
One hour of radio transmission (\$500 for a total of nine program per district)	4 500
Unforeseen Expenses	2 000
<b>TOTAL:</b>	<b>US\$ 16 328</b>

# PERU

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EMPOWERING COMMUNITY REPORTERS FOR THE PRODUCTION OF DOCUMENTARY MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 PER/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 64 488
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 36 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	DOCUPERU (Peruvian Documentary Association) Address: Chamberi 150, Miraflores, Lima 18 Peru Contact: José E. Balado Díaz (Director) Telephone: 511- 422 4212 / 511.99.750.3656 Email: <a href="mailto:jose.balado@docuperu">jose.balado@docuperu</a> ,
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries, UNESCO, Quito
<b>11.</b>	<b>PROJECT LOCATION</b>	Two Peruvian regions: Cajamarca (central mountain range) and Iquitos (jungle)
<b>12.</b>	<b>PROJECT PREPARED BY</b>	DOCUPERU (Jose E. Balado Díaz, Director), with the assistance of UNESCO Quito
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The concentration of media ownership has been recognized as a threat to freedom of the press and the public's right to information. In Peru, the four principal press operators controlled 32% of the market in 2000 and 63% in 2004. Many independent and community media outlets are working to provide pluralistic sources of information beyond the media at the national level. Documentary media is one tool communities are using to produce media content and narrative stories from locally-relevant sources that reflect the diversity of Peruvian society. The recent popularity of documentary media can be attributed to cheaper access to new audiovisual technologies, as well as government initiatives and national prizes that support documentary production. In addition to promoting the diversity of narratives and freedom of expression, the creation of documentary media content is a powerful tool for creating citizen awareness and for documenting the community's stories and challenges through traditional means.

In five years, DOCUPERU has visited more than 22 sites in the country, holding documentary workshops for more than 500 beneficiaries and facilitating the production of over 101 documentaries on themes that include environment, citizenry, gender and education. This experience demonstrates the potential of the documentary for citizens isolated from media production centres to create and disseminate their own contents, contributing to a pluralistic, citizens' dialogue that promotes the democracy-building in the country.

However, few community media use the enormous possibilities that new information and communication technologies (including audiovisual technologies) offer as tools of citizen participation and expression. This is due to the poor access to these in terms of equipment and the lack of capacity and knowledge necessary for managing these tools. This project addresses this lack of capacity through an intensive training cycle where 40 young reporters and 20 employees of community media in the region of Cajamarca and Iquitos (both outside the country's national media production centers) will be capable of generating and disseminating their own media contents, including the production of documentary audiovisual media. Participants will be trained in the management audiovisual techniques, production and narrative skills, as well as distribution and exhibition strategies for the products.

### 2. DESCRIPTION OF THE TARGET GROUP:

The primary target group will be 60 Peruvian media professionals (40 youth reporters\* and 20 adults working in community channels) in two different regions of Peru (Cajamarca and Iquitos).

\*(the 40 youth reporters will be from the NAPA network ([www.napa.com.pe](http://www.napa.com.pe)), which stands for No Apto para Adultos (Not Suitable for Adults), which is the kids and adolescents news programme in Peru. DOCUPERU is part of the **Kids News Network**, promoted by Dutch NGO FreeVoice.)

### 2. DEVELOPMENT OBJECTIVE:

The project contributes to promoting media as a platform for democratic discourse by building professional capacities of Peruvian media professionals in the production and use of documentary media for community expression.



#### **4. IMMEDIATE OBJECTIVE:**

At least 60 media professionals (40 youth reporters and 20 adults working in community channels) in two Peruvian regions will acquire tools for the production and dissemination of freely accessible documentary projects after an intensive three-week training (in each location).

#### **5. PROJECT OUTPUTS:**

- 60 media professionals (40 youth reporters and 20 adults working in community channels) will acquire the training necessary to create, administer and distribute documentary media within and outside their communities.
- As a result of the work conducted during the training workshops, 20 local documentaries will be edited and broadcast by 38 Peruvian community channels and by internet within the NAPA project.

#### **6. ACTIVITIES:**

- Documentary Production Workshops (composed of 9 modules; total duration 3 weeks; location: 2 regions, Cajamarca and Iquitos/ 9 workshops x 2 regions = 18 workshops). An intensive training in documentary methodology for diverse formats (video, photography and graphic design), edition and audiovisual post-production. This will be carried out in three weeks and organized in 9 workshop modules, corresponding to the two sites where the project will be implemented. Workshop modules will include:
  - Introduction to Documentary and Communication: this workshop will work with viewing and discussion of documentary videos.
  - Documentary production workshop: history and documentary methodology.
  - Production Management: methodologies proposed for audiovisual production, distribution and financing.
  - Video: basic notions of video recording and image composition will be provided. The main objective of this workshop is to record video footage to produce a documentary video.
  - Sound: basic notions of sound recording will be provided. The main objective of this workshop is to record sound (interviews, ambient sound and/or sound pieces) to produce a documentary video or video report.
  - Editing: basic notions of video and audio editing will be provided. The main objective of this workshop is to set an order for the history that the final product will tell. The final edition of all footage will be carried out during this workshop.
  - WEB/New Technologies: a written manual will be provided to the participants, containing basic notions of the Internet (Hyperlinks, interactivity) as well as video editing for the Internet and how to operate internet platforms.
  - Graphic Design: The main objective of this workshop is to create graphic material for the participants to use for information dissemination.
  - Writing and Editorial: The methodology proposed is mainly practical. The main objective of this workshop is to create several texts that will be published in the blogs and websites created for this purpose and that will be managed by the participants of this project. By the end of this workshop, participants will be able to create several kinds of texts that are moving, well-written and, most important, that are a medium to convey their thoughts, ideas and feelings.
- Distributions and Exhibitions of all the projects in community channels, national and international broadcast and festival spaces. Documentary products will be uploaded onto the web page and disseminated through multiple partner institutions in the principal citizen servers such as TV Cultura (Community TV Network) and LaMula.pe (Citizen Web Site), including NAPA.

**7. PROJECT INPUTS:**

- 8 facilitators specialized in documentary and audiovisual production training and with experience in community work
- Education manuals on audiovisual genre and documentary production.
- DOCUPERU’s equipment that will be used for training.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9
Selection of facilitators	■	■							
Team selection	■	■							
Preparation of equipment		■							
Contact with youth	■	■							
Preparation of work materials	■	■							
Workshop 1 (Cajamarca)			■						
Post-production				■	■				
Workshop 2 (Iquitos)						■			
Post-production							■	■	
Final reports									■

**9. INSTITUTIONAL FRAMEWORK:**

DOCUPERU is a non-profit organization that has worked in broadcast production, documentation and artistic teachings, techniques and professional processes and documentary products in countries of the Andean region for eight years. DOCUPERU’s work started with The Film Series of Peruvian Independent Documentary, a space of dissemination of the documentary genre with emphasis on national production. To date, DOCUPERU has organized eight editions and presented a total of 375 Peruvian and foreign documentaries. In the past few years DOCUPERU has created an education space that has allowed the deepening and professionalisation of documentary-making. DOCUPERU offers workshops on history and documentary methodology, scriptwriting, audiovisual production and post-production.

**10. SUSTAINABILITY:**

The sustainability of the project will be achieved through the nuclei of independent documentary production that will be in permanent contact with DOCUPERU’s headquarters in Lima enabling the monitoring and provision of advice on the documentary creative processes in Cajamarca.

**11. FRAMEWORK OF MONITORING:**

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with DOCUPERU and the trainers participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

## 12. EVALUATIONS CARRIED OUT:

From the years working in the interior of the country DOCUPERU has been able to form a clear idea of the needs of the communities and the citizens. The shortage of creative spaces and spaces for dissemination of independent messages is a critical situation that replicates itself all over Peru. The lack of media capacity-building workshops obstructs the production of community media content. Few projects use the new technologies as tools for the dissemination of communication projects that contribute to social integration processes. In DOCUPERU's journeys across the country the local populations tell us of the relevance of the workshops and the resources we offer due to the shortage of opportunities and access to technologies in the rural communities.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on a four-month basis to the UNESCO Quito office. Additionally, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Jose E. Balado Díaz (Director) will prepare the reports.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7PER/01 350-PER-71	35,000	PERU: MULTI-MEDIA TECHNIQUES FOR LITERACY TEACHING	1986 -1988
PDC/9PER/01 350-PER-91	30,000	COMPUTERIZATION OF ANDINA: AGENCIA PERUANA DE NOTICIAS Y PUBLICIDAD	1989 -1991
PDC/14PER/01 352-PER-41	24,000	COMMUNITY CULTURAL TELEVISION	1994 -1996
PDC/16PER/01 352-PER-71	40,000	COMMUNICATION TO PROMOTE CITIZENS' PARTICIPATION	1996 -1998
PDC/196PER/01 352-PER-91	30,000	RADIO PRODUCTION CENTRE FOR THE PROMOTION OF EDUCATION AND CULTURE	1999 -2001
PDC/24 PER /01 354-PER-5031	25,000	STRENGTHENING PRODUCTION CAPABILITIES OF LOCAL TV STATIONS	2004-2005
PDC/48 PER/01 354-PER-5041	20,000	RADIO AND DEMOCRACY: PARTICIPATION OF THE DISADVANTAGED AND EXCLUDED SECTORS OF THE PERUVIAN SOCIETY IN THE DECENTRALISATION PROCESS	2005 -2006
PDC/49 PER/01 354-PER-5051	12,000	TRAINING PROGRAMME FOR JOURNALIST ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY	2006-2007
PDC/51 PER/01 354-PER-5061	28,000	PERU: RED RADIAL AMAZONICA FOR THE RIGHTS AND THE PARTICIPATION OF THE NATIVE COMMUNITIES IN THE LOCAL AND REGIONAL DEVELOPMENT	2007-2008
PDC/52 PER/01 354-PER-5071	22,000	PERÚ: ITINERANT TRAINING FOR JOURNALISTIC AND TECHNICAL TEAMS FROM RED TV	2008-2009
PDC/53 PER/01 354-PER-5081	30,800	MEDIA, ETHICS AND DEMOCRACY	2009-2010
PDC/54 PER/01 354 PER 5091	33,000	PERU: STRENGTHENING DEMOCRACY BY PROMOTING INVESTIGATIVE JOURNALISM AND TRANSPARENT ACCESS TO PUBLIC INFORMATION	2010-2011
		<b>TOTAL PERU: US\$ 300,800</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Design, realization and production of the learning module for the <b>Introduction to documentary and communication Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, selection of video and reading material.	2 500
Design, realization and production of the learning module for the <b>Documentary Production Workshop</b> , including design and layout of the manual for the workshop, syllabus, audiovisual support material, selection of video and reading material	2 500
Design, realization and production of the learning module for the <b>Production Management Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, selection of video and reading material and video library and production templates.	2 500
Design, realization and production of the learning module for the <b>Video Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics for training, audiovisual support material, selection of video	2 500
Design, realization and production of the learning module for the <b>Sound Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, selection of video	2 500
Design, realization and production of the learning module for the <b>Editing Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, selection of video	2 500
Design, realization and production of the learning module for the <b>Web and New Technologies Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, links, recommended web and reading/watching material.	2 500
Design, realization and production of the learning module for the <b>Graphic Design Workshop</b> , including design and layout of the manual for the workshop, syllabus, dynamics and exercises for training, audiovisual support material, selection of templates, links, recommended website and reading/watching material and library.	2 500
Design, realization and production of the learning module for the <b>Writing and Editorial Workshop</b> , including design and layout of the manual for the workshop, syllabus, visual support material, selection of recommended website	2 500
Design of photo, video and audio archive	8 000
Distribution and exhibition in community, national and international media and festivals and production of promotional material (video reel, graphic material)	5 000
Final report writing	500
<b>TOTAL:</b>	<b>US\$ 36 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Meals for the 60 participants (60 x 50 US\$)	3 000
Local transportation for 8 facilitators x 86 dollars per ticket to Cajamarca + 8 x 150 US\$ per Ticket to Iquitos)	1 900
Travel allowance for 8 facilitators, 20 dollars per day/per person. Each travel consists of 20 days and the team will travel twice (2 different cities)- 8 x US\$ 20 x 20 days x 2 cities	6 400
Lodging facilities for 60 participants (1 month per city) 60 x 30 US\$	1 800
Communication expenses	800
Administration expenses	2 000
Project reporting	400
Production of educational material and methodology	3 000
Video/Sound/photo Equipment for Workshops	9 200
<b>TOTAL:</b>	<b>US\$ 28 500</b>

## SAINT KITTS AND NEVIS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY MULTIMEDIA MEDIA CENTRE IN RURAL NEVIS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 STK/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment/Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 54 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 35 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Mr. Alsted Pemberton, President of the St. John's Community Improvement Club, c/o Mrs. Sonita Daniel, Mandela Community Centre, Cold Hill St. Johns Parish, Nevis. Tel 869-662-8589 or 869-469-0703, email: directornls@gmail.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Kingston Cluster Office for the Caribbean ACI: Isidro Fernandez-Aballi NPO: Erika Walker
<b>11.</b>	<b>PROJECT LOCATION</b>	The Mandela Community Centre, Cold Hill St. John's Parish, Nevis.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mrs. Sonita Daniel, Head of Libraries in Nevis and Mr. Antonio Maynard, Sec-Gen of the NATCOM of St. Kitts and Nevis
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

There are two weekly newspapers in Nevis, seven radio stations throughout St. Kitts and Nevis and one local television station, ZIZ Television, which operates out of St. Kitts but is inaccessible on Nevis. The Government Information Service (GIS) operates through the local television station, producing content through a shared programming method with a commercial cable carrier on Nevis. The majority of media practitioners on Nevis are non-nationals. St. Kitts and Nevis has no institute of higher learning for journalism, with the nearest ones regionally located in Jamaica and the U.S. Virgin Islands. Limited on-island resources have resulted in inadequate training and a lack of proficient knowledge in methodology and technique across all media.

As a consequence, the development of civil society through a free and robust press has been hindered by the parallel stagnation of the development of journalism. Moreover, rural residents are left out of the communication and technology revolution. Although there are seven radio stations in St. Kitts and Nevis, there is no community radio station in Nevis. The two main radio stations on Nevis have call-in programmes in which community members may call in and voice their opinions on topics chosen by the programmers. These programmes have a noted tendency to become highly politicized rather than a means of readily addressing the needs of the community such as crime prevention, drug abuse by the young people, HIV and AIDS, and other social ills that need addressing publicly, via community media forum.

Further, a needs assessment survey completed by a focus group of twenty women beginning a women's rights non-governmental organization to serve Nevis's population of approximately 12,000 revealed the common opinion that a more direct and participatory method of communicating with their target community is needed to fulfill the organization's mandate for social, political and economic equity.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of the project are the 35 persons, composed of women, youth and media professionals who will be trained in programme production, broadcasting and sustainability. Nevis has a rural population of approximately 5,000 who may listen to the radio but are not sought out to become a part of the production of radio content. Programmers will seek to reach out to the rural population not only as the main audience of community radio but also as main contributors of news content. The secondary beneficiaries are the approximately 5,000 people composing the rural population of Nevis.

### **3. DEVELOPMENT OBJECTIVE:**

To improve the access to a pluralistic media platform whose aim is to facilitate the growth and development of civil society through active participation in community life, and ensure that persons living in isolated and remote areas in the country are not left out of the information and communication revolution.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective of this project is the establishment of a pilot community radio station and quality radio programming for the sensitization and education of the rural community on a whole, and for especially the training of local women and youth in the rural community of Nevis.

**5. PROJECT OUTPUTS:**

- Thirty- five (35) trained persons comprising women and youth in broadcasting and media production;
- Establishment of Community Media Management structure;
- Fully operational community media centre comprising of a community radio station;
- 30 hours of programming produced and broadcast using suitable techniques to encourage dialogue amongst the target population on issues such as youth violence, self-esteem of young women, and health issues;
- Increased community participation in the media through use of the multimedia centre

**6. ACTIVITIES:**

- Obtain a license for the operation of the community radio station;
- Selection of Participants;
- Basic needs survey on issues affecting the community, awareness, and possible solutions and how community radio/new technologies can help;
- Establishment of a Community Media Management structure;
- Establishment of an Advisory Board;
- Community consultation to develop the policies and structures of the management of the community multimedia centre;
- Training workshops on production, resource gathering, and fact investigation, interviewing, and training of trainers (See Budget section for further description);
- Training workshops on audio/video production, use of internet radio, databases and NT, content for target audiences (See Budget section for further description);
- Installation of Equipment;
- Programming and duty schedule;
- Production and broadcast of programmers;
- Evaluation and Monitoring and various stages of the project;

**7. PROJECT INPUTS:**

- Equipment: Acquisition of the technical equipment required for the setting up of the community radio station (studio, computers with software, field audio and video recorders.)
- Trainers: Teach radio-broadcasting journalism, community media management, and ICT training for CMC volunteer personnel chosen amongst community members, including 15 women and 15 youth (NGO representatives, students, target population members).
- Training Materials
- Project Coordinator: St John’s Community Improvement Club will obtain a project coordinator.
- Project facilities: The St John’s Community Improvement Club will cover overhead costs

**8. WORK PLAN:**

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Community Consultation												
Needs Assessment												
Selection of Project Coordinator												
Acquisition of Broadcasting License												
Identification and Selection of Trainees												



Identification, Selection, and Recruitment of Trainers																				
Acquisition and Installation of Equipment																				
Training Workshops (workshops to take place w/in months 5-7)																				
Testing of Equipment																				
Reporting and Evaluation																				
Implementation of Training																				
Production of Local Content																				
Official On-Air Opening																				
Evaluation and Monitoring																				

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by a team of volunteers composed of members of the St. John’s Community Improvement Club (SJCIC), members of women’s groups and youth groups, alongside two short-term expert consultants. A project Advisory Board, made up of current media practitioners and community leaders, will oversee and supervise implementation.

**10. SUSTAINABILITY:**

The operation of the Nevis Community Multimedia Centre will reach economic self-sufficiency through revenue generated by the broadcasting of private messages and on-sale advertisements as well as external funding resources and community-level fundraising activities. The project Advisory Board will enable community ownership made up of community organizations, led by the St John Community Improvement Club.

**11. FRAMEWORK OF MONITORING:**

The Advisory Committee in conjunction with a UNESCO consultant will spearhead the monitoring of this project.

**12. EVALUATIONS CARRIED OUT:**

An assessment was carried out through plenary working sessions with interested participants and current media professionals in Nevis.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The Advisory Committee will submit the necessary reports to UNESCO which will include progress reports and notes from the Management Committee.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/9STK/01 350-STK-91	32,000	SAINT KITTS AND NEVIS: IMPROVEMENT OF RADIO PRODUCTION FACILITIES OF THE GOVERNMENT BROADCASTING SERVICE	1988 -1990
PDC/13STK/01 352-STK-31	32,000	ESTABLISHMENT OF AN EDUCATIONAL MEDIA UNIT	1993 -1994
		<b>TOTAL SAINT KITTS AND NEVIS: US\$ 64,000</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Studio equipment: audio console; multimedia computer; 4 stand microphones, Headphones, loudspeakers; audio amplifier, CD and cassette player; wiring and Connectors	7 000
Field reporting equipment (recorder, headphones, microphone): 6 units	2 400
FM broadcasting system: 500 W stereo FM transmitter; transmitting antenna (4 Unidirectional aerials, 50-metre feed line, tower, wiring and connectors):	7 500
Multimedia centre: 6 desktop computers plus software; printers; scanner; Photocopying machine	7 800
<u>2 Training Workshops (composed of 5 sessions each between 2-3 full working days)</u> Training Workshop 1: (Anticipated breakdown: \$1 440 per diem including rate, transportation, and accommodations (if necessary) for expert trainer, meals and transportation for participants, training materials) Training Workshop 2: (Anticipated breakdown: \$1 440 per diem including rate, transportation, and accommodations (if necessary) for expert trainer, meals and transportation for participants, training materials) Emergency Contingency Fee: \$600 (\$120 per workshop day)	7 800
Technical assistance (On-site training, start-up support, local capacity-building)	2 000
<b>TOTAL</b>	<b>US\$ 35 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Rental of Building	9 000
Utilities	2 000
Human Resource Contribution	8 700
<b>TOTAL</b>	<b>US\$ 19 700</b>

# SAINT LUCIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>HARMONY FM COMMUNITY RADIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 STL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 103 600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 37 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Harmony Radio L-A Broadcasting Company Ltd
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office for the Caribbean ACI: Isidro Fernandez-Aballi NPO: Erika Walker
<b>11.</b>	<b>PROJECT LOCATION</b>	Harmony Radio L-A Broadcasting Company Ltd Fort Knocks Building Morne Du Don, Castries, Saint Lucia.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Lionel Ellis L-A Broadcasting Co Ltd Morne Du Don, Castries, Saint Lucia Tel.: 1 (758) 458-5225 Email: caribbeanharmony@gmail.com
<b>DECISION OF THE BUREAU:</b>		

### 1. PROJECT JUSTIFICATION:

The mass media operates in a liberalized environment with regulatory entities responsible for broadcast licenses and frequency authorization. The regulatory framework makes provision for the issuing of licenses for the establishment of radio and television operations.

At the moment, the broadcast landscape in Saint Lucia consists of five (5) privately owned commercial radio stations FM stations, and one state-owned Radio Station (Radio St. Lucia), three (3) private commercial television stations (one of which also owns one of the FM radio stations), three (3) private commercial cable operators, four (4) local access television channels (one of which is operated by the Government Information Service) all transmitted via the cable TV systems.

The development of the broadcast media in Saint Lucia and radio in particular has followed the same pattern as in most of the Caribbean, with state-owned systems enjoying a monopoly in the early stages, followed by a rapid expansion of the sector in the wake of government liberalisation.

The main problem faced by radio and television as a medium of development communication is the public perception that their major roles/purposes are for entertainment. While persons in various communities get an opportunity to express their views on different subjects through “call-in programmes”/“talk shows” on radio and television, the subjects are always chosen by the producers and generally tailored for the more urban population. These “call-in programmes” seldom speak to issues that impact directly on the lives of rural communities. As such, there is a need to provide opportunities for communities to develop programmes that are important to them and on subjects and issues that are chosen by them.

The main solution is to develop capacity (human and technical) at the community level to develop their own information packages and mechanisms for sharing of information with the wider national community. This will effectively attempt to balance the flow of information into these communities, which has traditionally been one-way.

Harmony Radio will be broadcasting as follows:

- Community Radio: geared at audiences in the rural communities, including housewives, farmers, retirees, senior citizens, and small business owners. The Community Radio programme is designed to give a voice to persons from the community and as well, to relay programmes which are of particular interest to them. Some of these would include programming on the following: Parenting Skills; Religion, Back Yard Gardening, Health and Wellness, Small Business Management etc.
- Music Radio: targeting persons from all ages and playing music from a wide range of genres.
- Children’s Programming: intended primarily for children of for pre-school and infant ages.

The structure of the traditional family has changed along with the respective roles and responsibilities of parents. Today, many homes are managed by single-parents, with mothers being the heads of households and the sole bread-winners. In addition to being the primary bread-winners, many mothers also have responsibility for taking their children to and from school, as well as, to and from extra-curricula activities. Harmony Radio - conscious of the “strain” that these responsibilities are placing on single mothers - has designed a programme aimed at transmitting story-telling; age-appropriate music and other such programmes, during peak pickup and drop off times. The idea being, that children can become engaged/engrossed in interesting programming, thus allowing mothers more quiet time.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of this project would be the audiences in rural communities around the island, including housewives, farmers, retirees, senior citizens, and small business owners.

## **3. DEVELOPMENT OBJECTIVE:**

Harmony Radio will be especially dedicated, to persons in rural communities, so as to encourage them to use the media (as a means of transmitting information between and among themselves) to foster better community relations.

## **4. IMMEDIATE OBJECTIVE:**

The immediate objective of the project would be to train about fifty (50) young persons from within the constituency, over a period of six 6 months who would ultimately take responsibility for the successful operations of the Radio Station. The project will also provide media training - for the young people in the communities - in a range of areas, including news reporting, outside broadcasting and sports reporting.

## **5. PROJECT OUTPUTS:**

- Fifty (50) persons trained with responsibility for the operations of Harmony Radio station
- An established programme of community events covered on Harmony Radio
- A regular children's programme for ages five years and up
- An educational programme presented by teachers from various schools
- An outside broadcast team covering varied events
- A high level of participation and dialogue on priority issues that affect the intended communities/constituents
- Programmes developed in collaboration with various government departments, as well as, the corporate sector which deal with the social issues of the target audience

## **6. ACTIVITIES**

- Recruitment/Identification of young persons who would qualify for the relevant training
- Hosting of a six (6) of a one-week training workshops [theoretical and practical (in-house)] training for young persons over a six month period on radio operations and journalism. This will take place over a 6month period
- Sourcing/Purchasing of radio transmitting equipment (over a two to three week period)
- Community consultation and sensitisation on issues related to policy development, operation and scope in keeping with the needs/demands of the constituency
- Installation broadcasting equipment and Official launching of Harmony Radio
- Establishment of processes and procedures to facilitate the sustainability of Harmony Radio
- Evaluation at various stages of the project
- Submission of project progress reports
- Project evaluation and final reporting, as stipulated by the Terms and Conditions of the funding contract

**7. PROJECT INPUT:**

- Studio equipment as listed in the budget below
- Harmony Radio has already secured the relevant broadcasting/ transmitting license and premises. In addition, we will meet the cost of providing the necessary training

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Establishment of a project management committee and identification of potential trainees	■	■	■									
Training				■	■	■	■	■	■			
Identification/sourcing of radio transmitting equipment	■	■	■									
Community consultation and sensitisation on issues related to policy development, operation and scope in keeping with the needs/demands of the constituency		■	■	■								
Official launching of community radio broadcasting/transmission				■								
Evaluation at various stages of the project				■		■		■		■		■
Submission of project progress reports				■				■				■
Project evaluation and final reporting, as stipulated by the Terms and Conditions of the funding contract												■

**9. INSTITUTIONAL FRAMEWORK:**

A project management committee comprising, the General Manager, Mr. Lionel Ellis and the members of the Advisory Board will take responsibility for the implementation, monitoring and evaluation of the project.

**10. SUSTAINABILITY:**

- An advisory committee, of national and community organisations will be established that will provide direction on building the financial viability of Harmony Radio.
- Offer affordable advertising rates to local/national organisations and individuals that plan money-making events within the community and to broadcast relevant programmes that impact on the lives of the population.
- Offer other basic business services to the community/constituency.
- Seek funding from regional and international organisations that support the vision for Harmony Radio.

The station, by providing an organised and reliable programming schedule, with ongoing and regular improvements in its programming and scheduling will realize sufficient revenues to facilitate its sustainability. These revenues will allow the station to continue to invest in human resource development with a view to broadening the station’s programme offerings while at the same time providing a greater voice to the rural communities. This will also go a long way towards making the station’s programming more relevant to society, increasing its attractiveness to the audience and advertisers.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by The Saint Lucia National Commission for UNESCO.

**12. EVALUATIONS CARRIED OUT:**

Several media surveys carried-out, over the years, have suggested/indicated a lack of diversity in programming in Saint Lucia generally, and the absence of consistent exposure to issues facing rural communities.

**13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Harmony Radio will submit regular reports as mandated by the funding agency.

**C. ADDITIONAL INFORMATION**

Harmony Radio has already acquired the relevant broadcasting license (in November 2009) and premises from which it will broadcast. The station's studio and transmitting facilities are currently being setup. The site secured for Harmony Radio is located on a hilltop overlooking the city of Castries and the North of the Island, ideally suited for the operation and transmission of a Community Radio Station.

Harmony Radio, through its Broadcasting Company, has been granted a 100% Duty Free and Consumption Tax (for equipment) concession – from the Government of Saint Lucia - for the operation of the Radio Station.

Harmony Radio will be directed by Mr. Lionel Ellis, a former Managing Director of the state-owned Radio St Lucia. Mr. Ellis has several years of experience in the fields of electronics and broadcasting.

**Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/8STL/01 350-STL-81	25,000	SAINT-LUCIA: IMPROVEMENT OF STUDIO PRODUCTION FACILITIES AT RADIO ST.LUCIA	1986 -1988
PDC/14STL/01 352-STL-41	43,000	STRENGTHENING OF THE FM BROADCASTING CAPABILITIES OF THE SAINT LUCIA BROADCASTING CORPORATION	1994 -1996
PDC/48 STL/01 354-STL-5041	15,000	TRAINING FOR THE DIGITAL NEWSROOM AT RADIO ST LUCIA	2005 - 2006
PDC/53 STL/01 354-STL-5081	13,200	TRAINING IN PROGRAMME SCHEDULING AND RADIO PROGRAMME PRODUCTION TECHNIQUES	2009-2010
		TOTAL SAINT LUCIA: US\$ 122,200	

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (US DOLLARS)

Q-TY	Equipment and training	Unit cost	Description	Total
1	AEQ Bravo TT Audio Console	2 980	Audio console	2 980
1	1 Bext XL500S FM Stereo Transmitter	6 650	500 W FM Transmitter	6 650
2	2 Bext TFC-2K Circular Polarized Antennas	710	Antennas	1 420
1	1 PD716-2N Power Divider, in 7/16, out 2N	670	Power divider	670
1	1 FFC03 88-108 MHz FM Band Dual Resonant Cavity	745	Resonant cavity	750
6	6 Studio Microphones/\$150	150	Microphones	900
1	1 Headphone Amplifier	150	Headphone	150
4	4 Headphones	50	Headphones	200
2	2 Editing Computers w/ 160GB HD RAM	1 000	PCs	2 000
1	1 Remote mix B console	780	Mix console	780
1	Outside broadcast equipment with Ant BEXT LDT - STL	5 800	Broadcast antenna	5 800
	Training \$2000 PER WEEK X 6 SESSIONS	2 000	Radio operations	12 000
	Insurance, packing and freight			2 700
	<b>TOTAL</b>			<b>US\$ 37 000</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (US DOLLARS)

Description	TOTAL
4 Staff Members @\$500 X 12 Months	24 000
1 Project Manager (Annual Salary)	24 000
Annual Utilities Cost (Telephone, Electricity etc.)	9 000
Rental of Building (Annual rental)	7 200
Vehicle maintenance	2 400
<b>Total</b>	<b>US\$ 66 600</b>



## ST. VINCENT AND THE GRENADINES

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EDUCATION MOBILE RADIO &amp; RECORDING/PRODUCTION STUDIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 STV/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 2- Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 45 630
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 18 070
<b>9.</b>	<b>BENEFICIARY BODY</b>	Ministry of Education, Kingstown St. Vincent and the Grenadines Phone: (784) 45-71104 Fax: (784) 457-1114
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Janeil Henry, Secretary General- UNESCO c/o Ministry of Education
<b>11.</b>	<b>PROJECT LOCATION</b>	Curriculum Development Unit Ministry of Education, Kingstown St. Vincent and the Grenadines
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Cecil A. Charles- Education Officer (Media Unit) Janeil Henry- Advising Officer
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **PROJECT JUSTIFICATION:**

St. Vincent has diverse media environment with three (3) weekly newspapers; one (1) state owned radio station, and ten (10) privately owned FM stations and one (1) television station. Our proposed category of media is a mobile radio and a recording studio. Even though St. Vincent has a pluralistic media environment, it is primarily characterised by the principles of free market operation. For this reason much of the dissemination of information in the sphere of education becomes either nonexistent or is lost in translation in the bid to take up less airtime.

The Education Mobile Radio proposes to use existing mass media techniques in new ways to serve the education community (which makes up more than quarter of the population) in a manner that is likely to increase access to information, opportunities for self expression and professional capacity building. The station on wheels will be able to broadcast from any of our sixty eight (68) primary, twenty six (26) secondary, special education or tertiary institutions on any given day. The physical location of several of our schools renders them exclusive to new developments or participation in certain centralised events in the field of education. Education Mobile Radio offers to bridge this information/participation gap and to promote excellence among schools through the spirit of inclusivity. Regular programming will also be designed for the purpose of educating our youth, as we believe in 'education for sustainable development'.

The Education Media Unit will embark on a drive to ensure that every school is equipped with a radio or intercom system to facilitate access to its broadcasts at designated times of the day. The proposed recording studio will serve as a link between the mobile radio, national stations and schools from which immediate broadcasting is currently inaccessible since recordings can be broadcast at a later date. A recording studio also allows for the physical preservation of information.

### 2. **DESCRIPTION OF THE TARGET GROUP:**

Students, Principals & Teachers and other stakeholders in education.

### 3. **DEVELOPMENT OBJECTIVE:**

Education Mobile Radio will contribute to the increasing plurality and diversity of media landscape in St. Vincent & the Grenadines by introducing a new form of media to the platform. The will provide opportunities for professional capacity building and access to information in the future.

### 4. **IMMEDIATE OBJECTIVE:**

- To establish a self sustaining mobile radio station capable of engaging the education community in SVG in facilitating information dissemination, self expression and inclusivity will be established within a 12 month period from the point of inception.

### 5. **PROJECT OUTPUTS:**

- A well equipped education programme production studio capable of producing daily educational programmes.
- A mobile radio station equipped with transmission and recording facilities. Four (4) core persons trained in media production and broadcast journalism.

**6. ACTIVITIES:**

- Equipping schools with transmitter radios/intercom systems within a 6 month period.
- Acquiring of broadcasting licence.
- Short term training of four Media Unit personnel in programme production and broadcasting.

**7. PROJECT INPUTS:**

- PXB5012 50W FM Station-In-A-Box including 50W RF output continuous duty transmitter capable of keeping station on air even in the hottest environment with its efficient quiet cooling, DNX500 8-channel production mixer complete with MP3disc playback (CD, CD-R, CD-RW) capable of mobile recording, 2 microphones with stands and cables, 3.4 dB gain omnidirectional antenna and cable capable of doubling transmitting power and easily assembled in the field, 26” high shock 12 rack unit road case to withstand field abuse.
- Honda Super Quiet Generator EU 3000i
- Apple Mac Pro Computer and 24” Display Monitor
- A set of studio equipment comprising 1 fully loaded audio interface Digidesign 003 Factory Mixer capable of high audio production and transferring multiple audio data streams from mixer to PC, 2 Dynaudio BM 6A MK II studio monitors for accurate sound, 1 M AUDIO AXIOM 61 keyboard controller which allows music to be added to voice over, 1 Samson S Phone Headphone mixer/amplifier, 4 Audio-Technica ATH-M20 headphones, 2 AKG C214 microphones with integrated suspension to reduce mechanical noise, 1 GLYPH 1TB FW800 external hard drive, mic stands and cables, surge protector, pop filter , fire wire and cable, studio snake/ plug-in box

**8. WORK PLAN:**

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Drive to equip schools with radio	■	■	■	■	■	■						
Selection of Technical Contractors	■											
Selection of equipment		■	■									
Purchase & installation of equipment				■	■	■						
Training of personnel			■									
Production of programmes							■	■				
Broadcasting of programmes									■	■	■	■
Submission of implementation reports				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

The Education Media Unit is a unit of the Ministry of Education in St. Vincent and the Grenadines. The overarching mission of the Ministry of Education is to provide quality, rounded education for all in order to create a population of productive citizens. The reception and dissemination of current and relevant information is important to the provision of quality education. The Education Media Unit with a staff of four is a subset of the Curriculum Development Unit, the hub of the education system, and its mandate is to provide all activities related to educational and extracurricular activities and innovations to ensure inclusivity and equity nationwide. The Education Media Unit has the institutional capacity to manage and sustain the mobile radio and recording studio. There is provision in the national budget for ongoing training of personnel and for the implementation of the project. Where necessary, technical assistance can be obtained from the state owned and operated National Broadcasting Corporation.

## 10. SUSTAINABILITY:

The institutional framework is already established within the Ministry of Education; hence trained personnel are already available and will not require additional wages for their functioning in Education Mobile Radio and the national budget provides for ongoing training. The Education Mobile Radio will also run paid advertisements in addition to inputs from the Ministry of Education to enable sustainability.

## 11. FRAMEWORK OF MONITORING:

The Education Media Unit in collaboration with the local UNESCO-Secretary General, Ms. Janeil Henry.

## 12. EVALUATIONS CARRIED OUT:

Observations indicate that there is an information gap between disseminators and potential receivers while activities in the field of Education are usually confined to the host institution/community. Results of the recently concluded survey by Systematic Marketing and Research Services Inc. out of Barbados shows that entertainment oriented stations in SVG have majority listenership among the 15-25 age groups. This indicates an urgent need for education oriented broadcasting as we strive to emphasize education for sustainable development. A Needs Assessment has been conducted within the Education Media Unit – The supervising member of staff is formally trained in Administration and has also done extensive training in Media. Two of the Unit's personnel have been formally trained in the field of Media/Communication. The fourth has been certified in Radio Broadcasting/Production.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Chief Education Officer Lou-Anne Gilchrist

### C. ADDITIONAL INFORMATION

Infrastructure is already in place to accommodate Education Mobile Radio and recording studio. Broadcasting licence is being sought by Ministry of Education: The Ministry of Education on behalf of the Media Unit has submitted application to the National Telecommunication Regulatory Commission (NTRC) for a community radio licence and frequency authorization and has been assured that a broadcasting licence will be issued to the Unit. NTRC further assures that the licence will be at no cost to the Unit as a government entity and that the Unit will also be exempt from paying communication costs in the form of annual fees.

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/8STV/01 350-STV-81	25,000	ST.VINCENT AND THE GRENADINES: ESTABLISHMENT OF A RADIO EDUCATION UNIT FOR THE MINISTRY OF EDUCATION	1987 -1989
PDC/17STV/01 352-STV-71	50,000	IMPROVING TELEVISION SERVICE	1997 -1998
PDC/48 STV/01 354-STV-5041	15,000	ENHANCING BROADCAST AND PRODUCTION CAPACITY AT NBC RADIO	2005-2006
PDC/52 STV/01 354-STV-5071	15,950	ST. VINCENT & THE GRENADINES :TRAINING OF JOURNALISTS IN ONLINE JOURNALISM	2008-2009
		TOTAL ST.VINCENT AND THE GRENADINES: US\$ 105,950	

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (US DOLLARS)</b>				
<b>Q-ty</b>	<b>Equipment and training</b>	<b>Unit cost</b>	<b>Description</b>	<b>Total</b>
1	Complete Station in a box	5 800	Mobile Radio	5 800
1	Honda Generator	2 000	Generator	2 000
2	Apple Mac pro Computer	3 300	Computer	3 300
1	Apple Mac Display 24	800	Computer Monitor	800
1	Digidesign 003 Factory	2 200	Audio Interface	2 200
1	Glyph 1 TB FW 800	260	External Hard Drive	260
1	Dynaudio	1 500	Studio Monitors	1 500
2	AKG C214	380	Microphones	760
2	MS 97201 TB	50	Microphones	100
2	On stage stands	30	Pop Filters	60
4	Blue mic dual cable	30	Mic cables	120
1	M Audio Axiom 61	400	Keyboard Controller	400
2	Belkin F3N404-06APL	25	Firewire	50
2	Glyph CAB FW 4.5	30	Firewire	60
1	Samson	170	Headphone	170
4	Audio-Technica	50	Headphones	200
1	Monster Power	200	Surge Protector	200
1	Hosa Litlebro SH 6X2 20	90	Studio snake	90
	<b>TOTAL:</b>			<b>US\$ 18 070</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (US DOLLARS)</b>	
Studio sound proofing and acoustics	6 760
Vehicle	3 000
Local transport cost and vehicle maintenance	3 000
Project reporting	300
Consultancy (1 consultant- \$6,000 )	
Administrative overheads (\$1,500)	
Training, venue and incidentals (\$ 2,000)	
Production facilities (\$2,000)	
Contingencies	3 000
<b>Total beneficiary's contribution</b>	<b>US\$ 27 560</b>

# URUGUAY

A. PROJECT IDENTIFICATION		
1	PROJECT TITLE	SPREADING AND DISCUSSING RESULTS OF THE MEDIA DEVELOPMENT INDICATOR STUDY IN URUGUAY
2	NUMBER	IPDC/55 URU/01
3	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5	SCOPE	National
6	TYPE OF ASSISTANCE REQUESTED	Training support
7	TOTAL COST OF PROJECT	US\$ 47 700
8	AMOUNT REQUESTED FROM IPDC	US\$ 29 700
9	BENEFICIARY BODY	Universidad de la República – Licenciatura en Ciencias de la Comunicación (Udelar-Liccom) Tel. +598 262 896 49 ext. 52, Contact person: Gabriel Kaplún – Director <a href="mailto:director@liccom.edu.uy">director@liccom.edu.uy</a>
10	IMPLEMENTING OFFICE	UNESCO MONTEVIDEO
11	PROJECT LOCATION	URUGUAY
12	PROJECT PREPARED BY	Alejandra Scafatti, (Universidad Católica del Uruguay) <a href="mailto:ascafati@ucu.edu.uy">ascafati@ucu.edu.uy</a> Gabriel Kaplún, (Universidad de la República) <a href="mailto:director@liccom.edu.uy">director@liccom.edu.uy</a> <a href="mailto:mjmorgonz@gmail.com">mjmorgonz@gmail.com</a> Victoria Gómez (Universidad de Montevideo) <a href="mailto:vgomez@um.edu.uy">vgomez@um.edu.uy</a> María Forni (Univ. ORT) <a href="mailto:emeforni@yahoo.com">emeforni@yahoo.com</a>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Based on multi-stakeholder roundtable debates on Communication for Development organized by the Communication and Information Sector of UNESCO's Regional Office for Science in Latin America and the Caribbean, in July 2010 the Communication Schools and Faculties of all public and private universities in Uruguay started the process of designing and planning the first national study on media development in Uruguay, based on the IPDC Media Development Indicators (MDI). The study will be run by a committee composed by all public and private Uruguayan universities in close cooperation with UNESCO. The findings of the study will become an indispensable input for debates and the design of media development strategies in the country.

Since the return of democracy, there has been an opening towards greater diversity of information sources and an incipient development of community media as key drivers of people's empowerment. Over the last ten years advances have been made regarding the regulation of the media system. Some important steps have been made: Communication Service Regulator body (URSEC) has been created, laws on community media and access to public information have come into force. Furthermore, the "Plan CEIBAL", a national education and social inclusion plan based on the modality 'one laptop per child' offers access to information to all children of public primary schools and their families. Most recently, a new law bill on Broadcast Services has been presented. However, Uruguay has important debts when it comes to the use of the media as platforms for democratic debates. Not all sectors of the society have access to the media, nor do they deal with the media's subjects. On the other hand, new strategies and policies regarding media infrastructure and training of media professionals are being discussed.

The study carried out by the five universities in close cooperation with UNESCO will allow a more precise evaluation of the state of media development in Uruguay. In order to influence the transformation process of the media reality, it is necessary to widespread the research results, especially among decision-makers in the public, private and community sector. Motivational and training activities for the same target-groups are required to guarantee their commitment in joining actions that have a true potential for media development.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The project activities target 100 media owners, chief-editors, programming managers and other decision makers of Uruguayan public, private and community media. They will be identified in the course of the Media Development Study that the submitter, in cooperation with the other universities, will carry out between November 2010 and September 2011.

### **3. DEVELOPMENT OBJECTIVE:**

The objective is to contribute to the media development in Uruguay based on IPDC's media development indicators, by raising awareness and offering training for key stakeholders.

### **4. IMMEDIATE OBJECTIVE:**

In the course of two seminars 100 media owners, chief-editors and programming managers of Uruguayan public, private and community media will be informed on and discuss the results of the MDI Study in Uruguay, as well as develop a monitoring and reward system that allows continuous measurement and contribute to the media development on the long run.

**5. PROJECT OUTPUTS:**

- 100 media owners, chief-editors, programming managers and other decision makers of public, private and community media of Uruguay, informed and sensitized about the state of media development, and trained to take action that will allow them to improve the quality of their media.
- A national monitoring and reward system on media development in which all strategic stakeholders are involved.

**6. ACTIVITIES:**

- A first two-day seminar with plenary sessions and five workshops led by national and international experts and targeting the different media actors, will be held in order to spread and discuss the MDI study results on the state of media development in the country and train participants in ways to foster media development. There will be one workshop with public media, two with private media and two with community media.
- Based on the results of the first seminar, a second two-day seminar (one day in Montevideo and one day in Salto), divided into five workshops, led by national experts and gathering the same target groups, aims to offer a platform for sharing ideas and best practices on the design of a monitoring and reward system on media development in Uruguay.
- Based on the results of the second seminar, the Communication Schools and Faculties in close consultation with UNESCO and the key stakeholders will design a monitoring and reward system. It is planned to offer annual awards for quality of the media, according to IPDC's MDIs.
- The public launch event of the monitoring and reward system on media development will be organized and promoted.
- Additionally, all Communication Schools and Faculties will offer seminars and workshops targeting their staff as well as public service officers and parliamentarians who work on this subject.

**7. PROJECT INPUTS:**

- Team of project coordinators, composed by representatives of all Communication Faculties in Uruguay.
- A international expert who has participated in a media development study using IPDC's MDIs (e.g. from Ecuador).
- Five workshop trainers to lead the workshops during the first and second seminar.
- Three publication officers for the draft and design of the media self-assessment guide.
- Information material for the events (posters, leaflets).
- A well-equipped venue, with capacity for 120 people, for the plenary session of the first seminar and the launch event of the monitoring and reward system on media development.
- Five well-equipped venues, with capacity for 20 people, for the workshops during both seminars.
- A secretary responsible for the event organization, logistics and general assistance.
- Hotel, travel expenses for those participants who are not from Montevideo (approximately 50).
- Food for the participants at the events.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Communication and coordination										X
Selection of and Contracting trainers										
1° seminar: Design and preparation of materials and event organization										
1° seminar with workshops in Montevideo										



2º seminar: Design and preparation of materials and event organization																				
2º seminar with workshops in Montevideo and Salto																				
Design and planning of the monitoring and reward system																				
Launch event of the monitoring and reward system of Montevideo																				
Project evaluation																				

**9. INSTITUTIONAL FRAMEWORK:**

The project reflects the ideas and discussions of the Working Group on Communication for Development, coordinated by the Communication and Information Sector of UNESCO Montevideo. It is based on the joint initiative to apply IPDC's MDIs in Uruguay, led by the Communication Faculties in Uruguay: *Universidad Católica del Uruguay Dámaso Antornio Larrañaga (UCUDAL)*, *Universidad de la República (UDELAR)*, *Universidad de Montevideo (UM)*, *Universidad ORT Uruguay y Universidad del Trabajo del Uruguay (UTU)*. At a legal and administrative level, the applicant will be the Communication Faculty of UDELAR, the biggest public university of the country, founded in 1849. The Communication Faculty was created in 1984, with the objective of providing high quality research and training in constant interaction with the society.

The Communication School employs 125 academics and 30 non-academic staff members. Its annual budget amounts to USD 1.200.000, generated predominantly by the regular universities budget and, in a smaller extent, through incomes from service agreements. The Management is composed by a Faculty Assembly (*Asamblea del Claustro*) and a Directive Commission (*Comisión Directiva*), that is elected by academics, students and graduates. The Faculty Assembly elects, every four years, the Director of the School (the current Director will be in charge until August 2012). The proposed activities will be carried out jointly with all Uruguayan Communication Faculties and under the supervision of their Directors/Deans. By the time the proposed project begins, the institutions will have finalized the MDI Study in Uruguay and use it as background for the inter-institutional work.

**10. SUSTAINABILITY:**

The sustainability of the project is guaranteed through the joint commitment of all Communication Faculties to cooperate on topics related to Communication for Development. The cooperation started in July 2010. The project includes the establishment of a monitoring and reward system on media development, based on IPDC's MDIs. The project aims to provide the means of long-term monitoring and annual media awards.

**11. FRAMEWORK OF MONITORING:**

In the course of the project, a monitoring system on media development will be designed and launched by the Communication Faculties in close cooperation and consultation with UNESCO and all key stakeholders. The monitoring of the project itself will be carried out by UNESCO Montevideo; potentially with support of an international expert to be recruited for the project (e.g. from CIESPAL, Ecuador).

**12. EVALUATIONS CARRIED OUT:**

Since July 2010 all five universities, with the support of UNESCO, have begun a joint work for the realization of the MDI study in Uruguay. In order to fulfill this work they are using all their experience and academic resources, and are also trying to get the support from the National Agency of Investigation and Innovation (*Agencia Nacional de Investigación e Innovación – ANII*).

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The coordination team, with a representative from each university, will submit five-monthly reporting. Dr.

Gabriel Kaplún (LICCOM-UDELAR) will be the official responsible of this report.

### C. ADDITIONAL INFORMATION

Before the presentation of this proposal to the IPDC there has been a very important team work of all the universities for the preparation for the Media Development Study and are in talks to obtain the support of ANII.

#### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/9URG/01 350-URU-91 352-URG-31	13,000 11,000	URUGUAY: DEVELOPMENT OF HUMAN RESOURCES IN STATE TELEVISION IN URUGUAY	1989 -1994
PDC/14URU/01 352-URU-41	31,000	COMMUNICATION TO IMPROVE URBAN LIFE	1994 -1995
PDC/51 URU/01 354-URU-5061	31,000	URUGUAY: COMMUNITY COMMUNICATION FOR DEVELOPMENT	2007-2008
PDC/53 URU/01 354-URU-5081	18,700	UNI RADIO HELPS YOU TO AMPLIFY YOUR VOICE	2009-2010
		<b>TOTAL URUGUAY: US\$ 103,000</b>	

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
1 international expert's fee (first 3-day-seminar at \$200/day)	600
1 international expert's travel costs (airplane return ticket Quito – Montevideo)	800
1 international expert's accommodation costs (3 days hotel at \$70/day)	200
Production and distribution of media self-evaluation guide (1.000 copies)	3 000
Information material (leaflets, posters)	600
Design and content development of seminars/workshops (2 seminars x 80h x \$12.5 )	2 000
Training of 5 trainers (2 x 8h x \$12.5)	200
Development of a communication plan for media relations (64hs)	800
5 national trainers' fee (for 5 workshops during the first seminar in Montevideo; 3 days at \$100)	1 500
5 national trainers' fee (for 5 workshops during the second seminar in Montevideo and Salto; 2 days at \$100)	1 000
Contribution to participants' travel and accommodation costs (of 50 participants x 2 days x 2 seminars x \$75)	15 000
Participants' meals (100 participants x 2 days x 2 seminars x \$10)	4 000
<b>TOTAL:</b>	<b>US\$ 29 700</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

Intra- and inter-universities awareness raising and coordination (5 Heads of Communication Studies x 30 days at \$100/day)	15 000
1 Secretary's fee (15 days: 5 days organizing of each event)	1 000
First seminar's infrastructure (venues in Montevideo for plenary seminar and 5 workshop sessions, equipment; 2 days)	1 000
Second seminar's infrastructure (venues in Salto for plenary seminar and 5 workshop sessions, equipment; 2 days)	1 000
<b>TOTAL:</b>	<b>US\$ 18 000</b>

# VENEZUELA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MEDIA CONTRIBUTIONS TO DEMOCRACY IN VENEZUELA, THROUGH PLURALITY OF INFORMATION SOURCES, CITIZEN PARTICIPATION AND “MEDIA ACCOUNTABILITY”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 VEN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Researcher/ Training support / Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 50 850
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 28 850
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asociación Civil Medianalisis. Caracas – Venezuela 58 212 471 1564 58 414 2607432 <a href="mailto:medianalisis@gmail.com">medianalisis@gmail.com</a> Contact: Andrés Cañizález (General Director)
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO – Ecuador Rosa M. González Official in Charge, and Communication and Information Counselor for the Andean Countries
<b>11.</b>	<b>PROJECT LOCATION</b>	Venezuela
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Andrés Cañizález (Medianalisis) Rosa M. González (UNESCO)
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The role of the media in Venezuela has been an issue for discussion in various fora during this last decade. Such a discussion has also come up in the context of acute political polarization, quite usual over the last few years in Venezuela and also in other countries of the region. The effects of this polarization also reached the media, as shown by studies of electoral coverage by the Andrés Bello Catholic University and the University of Gotemburg (Sweden) in 2007 and 2009 when the two constitutional referenda were held. One important issue that both studies detected was the so-called single-source journalism in electoral coverage.

In Venezuela's context, the defense of free, independent, plural and transparent media is crucial. So far, in Venezuela a number of projects have emphasized only the first two aspects, which are unquestionably important. However, in this context, Venezuela's private media have conspicuously avoided any consistent (aside from isolated exceptions) mechanisms to build alliances and involve civil society and citizens in general.

The few experiences of opening up to citizen participation by Venezuelan media have been mostly in written press. An analysis of the ecosystem of private media in Venezuela, and especially outside of Caracas, shows no mechanisms institutionalized by the media to channel citizen participation, for quality information sources, or for specific openings for social activism. Clearly, linking the media with democracy-building, in the three aspects we have mentioned: 1) plurality of information sources, because without plural viewpoints in the news, democratic debate is impoverished; 2) social participation mechanisms in the media, following the international trend toward greater citizen presence through blogs, Twitter and other tools; and 3) Transparency in editorial policy, the degree of accountability for coverage and editorial policy.

### **2. DESCRIPTION OF THE TARGET GROUP:**

We plan to work with three target groups, who will in turn have a multiplier effect by the nature of their activities: a) journalists and editors of media; b) leaders of civil-society organizations; and, c) students in upper years, studying social communication at the university.

### **3. DEVELOPMENT OBJECTIVE:**

Contribute to the media's role of promoting and strengthening democracy in Venezuela, by emphasizing aspects such as recognition of the importance of plural information sources, citizen participation in the media and media accountability in strengthening democracy, by conducting an assessment (using UNESCO's Media Development Indicators), publishing the findings, and holding training activities and discussions involving both journalists / editors and civil society stakeholders, especially in the interior of the country.

### **4. IMMEDIATE OBJECTIVE:**

Professional journalists and social communication students will be trained throughout the MDI application process and their commitment will be sought to participate in the public debate.

### **5. PROJECT OUTPUTS:**

- 1 report published on research about the situation regarding pluralism, citizen participation and media accountability in Venezuela.
- 1000 journalists, editors, social activists, opinion leaders, university professors and researchers of Venezuela who have received the report on pluralism, citizen participation and media accountability.

- 40 journalists and editors, main in the interior of Venezuela, who are trained in issues such as information pluralism, citizen participation and media accountability.
- 40 social leaders who will be involved in a public debate on the role of media in democracy and will have greater knowledge on how the media operate.
- 120 advanced communication students who have participated in lectures and fora on the role of media in democracy, with specific explanations about media pluralism and citizen participation.

**6. ACTIVITIES:**

- Form a Consultative Group with representatives from all sectors of communication in Venezuela (private, public and community media, universities, government, etc.) to orient project implementation.
- Make an assessment, using indicators proposed by UNESCO, of aspects such as information source plurality, social participation mechanisms and transparency in editorial policy, and the final findings of the research, together in one publication.
- Hold four 1-day discussions, in Caracas, Maracaibo, Valera and Barquisimeto, to promote ample, heterogeneous debate about how to enhance the role of media in strengthening and promoting democracy, involving journalists, societal, union and academic organizations.
- Hold four 1-day training seminars for journalists and editors in Caracas, Maracaibo, Valera and Barquisimeto, focusing on institutionalizing citizen participation mechanisms in the media and promoting media accountability experiences, as actions contributing to strengthening democracy from the media (once draft application of MDIs is available).
- 4 Public presentations of the research findings to professors and advanced students of social communication at universities in Caracas, Maracaibo, Valera and Barquisimeto, to involve them in reflecting about the importance of the media’s specific role in promoting and strengthening democracy.

**7. PROJECT INPUTS:**

- 1 expert in designing media research to apply the UNESCO Media Development Indicators to assess the media situation in Venezuela in the aspects to be evaluated under this proposal.
- 2 researchers to gather information, apply instruments, and draft the final report.
- 1 expert in project evaluation to gauge the scope of activities done under the project.
- 2 trainers able to design and conduct seminars for journalists and make presentations to universities.
- 1 laptop and 1 video beam projector for use in training activities in different cities of the country (to be donated to the submitting agency once the project ends).
- 9 national airfares for trainers to Maracaibo, Valera and Barquisimeto, for discussions with civil society activists, seminars with journalists and presentations at universities.
- 1 professional service to design and print the publication with assessment findings from the UNESCO indicators regarding pluralism, citizen participation and media accountability.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Design research on the basis of UNESCO indicators. Validate instrument and apply it to sample of media in Venezuela	■	■	■	■								
Design and implement training activities in various cities of Venezuela					■	■	■	■	■			
Evaluate project activities and impact.										■	■	
Design and print publication with research findings									■	■	■	
Distribute publication with research findings among journalists, editors, academicians, opinion leaders, etc.												■

## 9. **INSTITUTIONAL FRAMEWORK:**

The Medianálisis Civil Association is a group of professionals from various areas of knowledge, with gender equity, interested in influencing the way the media operate in Venezuela, in journalism practice and in social processes related to communication.

Mission of the organization: Medianálisis is a non-profit organization to systematically study the Venezuelan media, their impact and relationship with the audience; and to analyze journalistic work by the media in issues of development and democracy, to influence their operations, their practice of journalism and social processes related to communication.

## 10. **SUSTAINABILITY:**

Medianálisis intends to turn this line of work regarding pluralism, citizen participation and media accountability into a part of its daily work. We plan to continue small-scale monitoring of the indicators, for example analyzing a media outlet in particular. We think it is feasible that some media might request advisory assistance from our organization to provide continuity for training activities, and such activities would be paid for by the media themselves. Since five of the seven Association members are in the university field, it will be feasible to provide continuity for this project's contents in Venezuela's universities, involving advanced students, professors and researchers.

## 11. **FRAMEWORK OF MONITORING:**

The project will be evaluated by an expert in project evaluation in Venezuela. Obviously, we will appreciate all monitoring by UNESCO of the project's activities.

The evaluation plan will document actual implementation (activities done and outputs generated) and identify and assess their contribution to achieving outcomes, so we can estimate the contribution to the proposed goal.

## 12. **EVALUATIONS CARRIED OUT:**

Medianálisis is a recently founded organization, but its members have individual professional backgrounds in academic and organizational activities. The director-general of the organization coordinated two nationwide research efforts to monitor the media in a joint project between the Andrés Bello Catholic University (Venezuela) and the University of Gottemburg (Sweden); he also coordinated the "Media and Democracy" project for two years, funded by the Open Society Institute (OSI), which included analyzing media coverage in Venezuela for topics of collective interest such as insecurity, the high cost of living and unemployment, and designing and holding training workshops for journalists.

## 13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Medianálisis is committed to submit reports every 4 months to UNESCO and to submit a final report on the project. The person responsible is the coordinator general: Andrés Cañizález.

## C. ADDITIONAL INFORMATION

### **Previous IPDC support received by the country:**

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3VEN/41 350-VEN-31	40,000	VENEZUELA: RURAL COMMUNICATION DEVELOPMENT	1983 -1985
PDC/8VEN/01		DEVELOPMENT AND STRENGTHENING OF THE NATIONAL	1987 -1988

350-VEN-81	25,000	ACADEMY OF SCIENCE AND ARTS OF FILM AND TV' FOUNDATION	
PDC/9VEN/01 350-VEN-92	23,000	COMMUNICATION PROGRAMME FOR CHILDREN	1988 -1989
PDC/16VEN/01 352-VEN-61	40,000	DEVELOPMENT OF A CENTRE FOR THE PRODUCTION OF AUDIOVISUAL AND PRINTED MATERIAL	1996 -1998
PDC/19VEN/01 352-VEN-91	40,000	ESTABLISHMENT OF A SERVICES CENTRE FOR PRODUCTION AND TRAINING IN INTERCULTURAL, BILINGUAL RADIO BROADCASTING	1999 -2000
		<b>TOTAL VENEZUELA: US\$ 168,000</b>	

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

#### Media assessment in Venezuela using UNESCO indicators:

Fees for 1 expert (a) in media analysis methodology. 20 days x \$100	2 000
Fees for 2 researchers. 45 days x \$75 x 2 researchers	6 750
Editorial production and report printing services. 1000 copies	5 000
Messenger service for mass distribution of the report. 1000 deliveries	1 000
Fees for 1 expert in project socialization focus groups and evaluation. 20 days x \$150	3 000
<b>Subtotal</b>	<b>17 750</b>

#### Training activities and public presentations

Fees: 2 trainers. 8 1-day workshops + 2 1-day public presentations each = 10 days of work. 10 days x \$150 x 2 trainers	3 000
Airfares: 9 round-trip domestic tickets (trips of 2 trainers to Valera, Maracaibo and Barquisimeto). 9 airfares x \$300	2 700
Per diems (food and lodging): 3 persons (2 trainers + 1 project coordinator) x \$100 x 3 locations (Valera, Maracaibo and Barquisimeto) x 2 days	1 800
Mobilization to and from airports. 12 mobilizations (of 3 persons in 4 locations back and forth) x \$50	600
Services: 200 coffee breaks. 200 coffee break services x \$5 (for the 40 civil society representatives of first round of workshops + the 40 journalists of second round of workshops + 120 professors and students of public presentations)	1 000
Equipment. Purchase 1 laptop and 1 video beam projector. 2 items x \$1 000	2 000
<b>TOTAL:</b>	<b>US\$ 28 850</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Fees for project coordinator-general. 12 months x \$1 000	12 000
Fees for assistant. 12 months x \$500	6 000
Office materials	800
Communications	1 200
Contingencies	1 000
Project reporting	500
Graphic design. Project identity and image	500
<b>TOTAL:</b>	<b>US\$ 22 000</b>



## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CARIBBEAN NETWORK OF EDUCATIONAL INSTITUTIONS OF JOURNALISM AND SOCIAL COMMUNICATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RLA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4- Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity building, training support and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 88 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 37 300
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>School of Communication</b> , University of Havana, Cuba.
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office in Havana Isabel Viera, National Program Officer for Communication and Information e-mail: <a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	The project will be implemented in each of the six institutions listed as beneficiary body (detailed list attached). The training sessions will be held in the International Institute of Journalism José Martí in Havana, Cuba.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Hilda Saladrigas Medina, Ph.D. in Communication Sciences and Vice Dean, School of Communication, University of Havana, Cuba. Advised by: Isabel Viera (UNESCO Office in Havana).
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The professional training of journalists and communicators is a priority for the democratic aspiration of our societies. The public sphere is being more and more castrated by an alienated, dominant, market-dependent and ignorant-of-the-social needs media production. In this context, we need experts with the ability to conduct debate and reflection to promote an active and participative citizenry – in the media and in areas aimed at improving both exchange and relationships.

Universities face this challenge not without obstacles: precarious material conditions, restricted education based on reproductive models, dynamic social and labor environments, insufficient national and international collaboration as well as a limited capacity to generate and implement development proposals.

Caribbean countries face this challenge too. However, their situation may be even worse because as Small Island Developing States (SIDS), they have to face particular issues and needs. A recent study made and published by FELAFACS (Latin American Federation of Communication Faculties) under the auspices of UNESCO (October, 2009) with the purpose of evaluating the formation of journalists and communicators in the Latin America continent has concluded that “the promotion of mechanisms of exchange and recognition among the different universities in their own countries and in the Caribbean region in general is desirable”.

A very concrete way to advance would be the promotion of the usefulness and prospects of exchange of virtual communication among the universities responsible for the professional training of journalists and communicators in the region. The development of this network would facilitate a better management of information, proposals, activities, resources and academic actions among the different universities, departments and schools of communication. In fact, there are some important activities with similar purposes carried out by organizations like FELAFACS and other foundations, but they are insufficient and sometimes too general.

In particular, this project would set up a knowledge network for the appropriate recovery, hoarding, organization, diffusion and free exchange of information about the education and research results of our respective universities. This network would also facilitate the cooperation among researchers, professors and communication professionals as well as the improvement of our fields of knowledge both at the national and regional levels. In addition, exchanges with other institutions involved in the social production of meaning such as professional associations, research centers, media and NGOs would be indirectly benefited.

### 3. DESCRIPTION OF THE TARGET GROUP:

The project will benefit students, professors, experts and practitioners of journalism and social communication regarding the six universities which are involved in the project.

### 3. DEVELOPMENT OBJECTIVE:

to promote the exchange of information and knowledge for the democratization of education and research related processes in the fields of journalism and social communication in the Caribbean region and to enrich their links with the communicational needs and realities of the implied countries.

### 4. IMMEDIATE OBJECTIVE:

To establish an operational network within six recognized universities from the Spanish and French speaking Caribbean. The network will promote and facilitate content and knowledge sharing and will provide a regional

space enhancing network partnership strategies and fostering South-South collaboration among the implied institutions.

## **5. PROJECT OUTPUTS:**

- New and up-to-date knowledge (a map including the Caribbean experiences with regard to education and research in journalism and social communication) on: the centers and programs of higher education in journalism and social communication located in the above mentioned institutions and countries; the scientific production on journalism and social communication of each country/institution (research results and publications); seven professors trained in databases and knowledge management networks in direct and virtual environments.
- Collected and systematized information and knowledge available in the Caribbean region regarding journalism and social communication education, practices of exchange of experience and information useful for the academic strategies that foster quality improvement in this field's formation and research.
- A printed booklet containing the map and main information (600 copies: 330 for free distribution, 270 for sale at moderate prices so that the money could be used for maintaining the project).
- A web site (with free internet access) containing the above mentioned resources and adequate information services. The institutions participating in the project will donate their royalties with the purpose of guaranteeing the publication, conceptualization and texts of the website.
- Enhanced opportunities for networking and partnership agreements in the field of journalism and communication education, as well as of internships, trainings and content exchange.

## **6. ACTIVITIES:**

- Determining project indicators, research instruments and database design and exploitation. Evaluation of existing information resources available in the participating universities and estimation on the amount of information that would be systematized through the project.
- Equipment purchase and installation.
- A six-day workshop to fine-tune and to validate the network methodology, working mechanisms and its' value. The project coordinator and the six professors designed as networks' contacts will agree on guidelines for collecting the information and for loading it in the database and they will be trained on these issues. The workshop will include training sessions devoted to database usage, knowledge management and content creation for the network.
- Gathering and processing of information and data in each university/country (network nodes).
- A three days seminar for the presentation and discussion of the results including the analysis of the gathered information and data, the generation of new knowledge and the creation of up-dated contents. The participants will discuss and agree on the correct up-keeping and loading of the database and its follow up by the participating universities and the future activities of the network.
- Publication and dissemination of results: socialization of results (presentation of papers in different events, publication in magazines, edition of a pamphlet and design of a website) with the new knowledge about the formative and research reality in communication and journalism in the Caribbean region. This action is aimed at encouraging the public debate of all results and collaborations.
- Preparation of monitoring and evaluation reports.

## **7. PROJECT INPUTS:**

- 1 communication/journalism professor to coordinate the project (beneficiary's contribution),
- 6 communication/journalism professors- one from each participating university, to be the contact person of the network and to facilitate the participation and the implementation at his or hers university (this work will be part of the beneficiary's contribution, the costs will not be part of the requested budget);
- 1 technical assistant to be in charge of the initial information and data uploading during six months.

- 2 trainers for the six-day workshop and 1 facilitator for the three-day seminar
- an entire set (laptop, printer, digital camera, etcetera) for the coordination node and the six nodes one in each university of the network for gathering, registering, processing, analyzing and keeping the information, as well as for distributing and publishing the results. At the moment, each node has at least one office computer (seven) that is being used for the preliminary gathering of information with the required computer software. The equipment acquired will become part of the working resources of each institution with the purpose of maintaining the database and the creation of contents and knowledge.
- Unprocessed public information and data existing in each university about programs, researches, digital documents and texts which will be collected, properly organized and uploaded to database and web-site
- Air tickets, accommodation, meals and local transportation for the participants in the workshop and the seminar
- Conference rooms and equipment
- Training materials for the workshop and the seminar.
- Office supplies

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Determining project indicators, research instruments and database design.	■	■																
Purchase, transportation and installation of the equipment.		■	■	■														
Preparation of the workshop and the training materials.			■	■														
Six-day workshop to fine-tune and validate the network methodology.																		
Collecting and processing data in each participating university.						■	■	■	■	■	■							
Preparation of the Seminar and the required materials.												■	■					
Three-day seminar for the discussion of the results.														■				
Preparation and edition of the printed publication														■	■	■		
Preparation and design of web site														■	■	■		
Publication of results: printed booklet and on-line web site															■	■		
Preparation and submission of implementation reports				■				■				■				■		
Preparation and submission of final report and materials																	■	■

## **9. INSTITUTIONAL FRAMEWORK:**

Six prestigious public educational institutions of the Caribbean dealing with the education and training of journalists and communicators are the nodes of the network and active part of this project. They have the academic experience and credibility to be a beneficiary of this project (a detailed list, including contact persons may be checked in Annex 1):

- 1- School of Communication, University of Havana, Cuba.
- 2- School of Communication, Autonomous University of Santo Domingo, Dominican Republic.
- 3- Social Communication Department, School of Human Sciences, State University, Haiti.
- 4- Communication Department, University of Puerto Rico.
- 5- Department of Communication and Journalism, Universidad de Oriente, Santiago de Cuba, Cuba.
- 6- Department of Journalism, School of Humanities, Universidad Central de Las Villas, Cuba.

The close collaboration which exists among these centers facilitated to have the written agreement of each one to be part of the network and to contribute to its work. Each center will implement similar activities in their specific educational and research environments. The results will be systematized and shared through the network and its web site.

The School of Communication of the University of Havana will coordinate the project. This institution - with more than 30 years of experience in the educational field – generates knowledge and actions which favors the promotion of communication and information and as strategic resources for development. Nowadays, it is the leading training center for journalists, institutional communicators and information scientists in Cuba who do a degree in Social Communication, Journalism and Information Sciences. Its staff is made of 85 full time professors, 900 undergraduate and more than 200 national and foreign master and doctoral students on its roll.

## **10. SUSTAINABILITY:**

The project will provide the necessary knowledge and equipment that the participating universities must have to work with databases and manage the information.

Based on long-lasting relation that presently exists among these educational centers, once the Project has been finished, the involved universities have agreed to maintain their commitment on the well functioning of the network and to continue the updating of the website and the related database (letters of agreement are being signed). One way of doing so will be to work with groups of students that would follow up the correct up-keeping and loading of the information that will continuously increase.

In addition, by means of its execution we expect the decision making process with regarding the different curricula and researches made by participant universities, other educational and research institutions, as well as professional associations, be enriched. Consequently, more and diverse assistance could be obtained in the near future.

## **11. FRAMEWORK OF MONITORING:**

Project implementation will be monitored by UNESCO Office in Havana.

## 12. EVALUATIONS CARRIED OUT:

Available information, scientific events, publications and the daily educational practice have proved how necessary it is to exchange experiences, integrate common efforts, adapt to the changing conditions and consolidate the professional identity that students, professors, researchers, journalists, communication experts and educational and scientific institutions share.

The project is also based on a group of studies that have: a) provided a partial analysis on the current situation of journalism and communication studies and research in some institutions of our region, b) identified similar experiences in other regions and areas of expertise, c) assessed the technological and human possibilities of the proposal, d) provided procedures, variables and instruments.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The School of Communication of the University of Havana will report on a four-month basis to UNESCO Office in Havana and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. All reports will include the contributions of the six universities involved in the project. The reports will be prepared and submitted by the project coordinator Hilda Saladrigas Medina, PhD. in Communication Sciences and Vice Dean of the School of Communication of the University of Havana.

### C. ADDITIONAL INFORMATION

- Preparatory activities completed prior to the submission of the project to IPDC:
  - preliminary agreements have been established among the involved universities and contact persons have been selected and committed in each of them;
  - the research instruments, the database design and the necessary handbooks have been draft and partially reviewed.
- Assistance pledged by other sources:
  - The Cuban Association of Social Communicators (ACCS) has stated its willingness to collaborate with the project. Its publishing house will publish the pamphlet.
- The beneficiary agency has never before submitted project proposals to IPDC.

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

##### SIX-DAY TRAINING WORKSHOP ON DATABASE AND KNOWLEDGE MANAGEMENT

Participants' transportation by plain and other travelling expenses such as airport taxes and visas (round trips: one Habana-Santo Domingo, one Habana- Puerto Príncipe, one Habana-San Juan)	2 670
Participants' transportation by bus (round trips: one Habana-Santa Clara, one Habana- Santiago de Cuba)	150
Participants' accommodation with breakfast and one meal (5 participants x 7 nights x \$40 per night)	1 400
Participants' lunch and coffee breaks (7 participants x 6 days x \$15 per day)	630
Two trainers (2 trainers x 6 days x \$80 per day)	960

Translation services				600
Local transportation (rental and/or fuel)				300
Training and office material (pencils, pens, paper, notebooks, DVDs)				180
<b>THREE-DAY SEMINAR FOR SHARING INFORMATION RESOURCES AND RESULTS.</b>				
Participants' transportation by plain and other travelling expenses such as airport taxes and visas (round trips: one Habana-Santo Domingo, one Habana- Puerto Príncipe, one Habana-San Juan)				2 670
Participants' transportation by bus (round trips: one Habana-Santa Clara, one Habana- Santiago de Cuba)				150
Participants' accommodation with breakfast and one meal (5 participants x 4 nights x \$40 per night)				800
Participants' lunch and coffee breaks (7 participants x 3 days x \$15 per day)				315
One facilitator (1 facilitator x 3 days x \$80 per day)				240
Translation services				300
Local transportation (rental and/or fuel)				150
Training and office material (pencils, pens, paper, notebooks, DVDs)				100
<b>COLLECTING INFORMATION AND UPLOADING DATA</b>				
Technical assistance for collecting information and for uploading data and gathered information during 6 months (6 universities x \$1,080)				6 480
<b>PUBLICATION AND DISSEMINATION OF RESULTS</b>				
Editing of pamphlet (40 pages)				540
Printing (600 copies)				3 240
Design of web site and database programming				2 160
<b>EQUIPMENT &amp; SUPPLIES (for the coordination unit &amp; 6 nodes one in each involved university)</b>				
	Unit Price	Qty.	Total cost	
PC Laptop Core 2 Quad, 3.00 Mhz, 2 Gb Ram, 512 Gb Hard Disc, DVDRW	918	7	6 426	
Multifunction printer laser HP	175	7	1 225	
USB Memory Flash 16 Gb	50	7	350	
Data Show	322	6	1 932	
Photographer camera, Samsung 10 mp, 4Gb.	162	6	972	
Digital tape recorder	120	6	720	
Extern Hard Disc 1 T.	140	2	280	
DVD Disc Pack (100 Disc)	20	2	40	
Printer lasser tonner	20	14	280	
Equipment transportation costs			1 040	
<b>TOTAL CONTRIBUTIONS REQUESTED TO IPDC:</b>				<b>U\$ 37 300</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION****(in US dollars)**

Staff costs ( 18 months part time x 6 staff members)	38 880
Project coordinator (18 months part time)	9 000
Training local (per 6 days)	360
Seminar local (per 3 days)	180
PC (office computer per 4 months x each staff members )	605
Equipment preparation and installation	45
Communicative conceptualization of web site	220
Preparing and writing contents for web site	330
Contingencies	1 080
<b>TOTAL:</b>	<b>US\$ 50 700</b>



## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CBA: MEDIA SUPPORTING DEMOCRACY WORKSHOP FOR CARIBBEAN BROADCASTERS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RLA/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support for two-day workshop and follow-up publication and distance-learning course
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 28 930
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 22 755
<b>9.</b>	<b>BENEFICIARY BODY</b>	Adam Weatherhead Project Manager Commonwealth Broadcasting Association 17 Fleet Street, London, EC4Y1AA, UK Tel: +44 (0)207 583 5550 Fax: +44 (0)207 583 5549
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Kingston Office for the Caribbean ACI: Isidro Fernandez-Aballi NPO: Erika Walker
<b>11.</b>	<b>PROJECT LOCATION</b>	Kingston, Jamaica
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Adam Weatherhead Project Manager, CBA
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The important role of the media in a successfully functioning democracy is well noted. Recently the Commonwealth Broadcasting Association (CBA) has become aware, through its members, that media outlets in the Caribbean are facing increased pressure from government and other sources, such as the police, to alter the content they broadcast. This proposal seeks support to introduce a two-day workshop which will address those problems as well as covering other closely related topics. By educating broadcast journalists and producers in this manner, we will be better equipping the Caribbean media to serve as a pillar of democracy. Many of the broadcast media outlets in the target countries don't prioritise their training budget in a way that focuses on ways that the media can support democracy. This project also aims to broaden the coverage of election issues throughout the Caribbean by producing a booklet to be distributed to Journalists after the workshop. This booklet and a subsequent online learning course will reinforce the knowledge and skills acquired by workshop participants.

Elections due to be held in the Caribbean:

Country	Next Election
Guyana	by Aug. 2011
St. Lucia	by Dec. 2011
Bahamas	by May 2012
Jamaica	by Sept. 2012

(Source: Congressional Research Service, 2009)

Corruption Perceptions Index 2009:

Country	Rank (out of 180 countries)
Guyana	126
Jamaica	99
Trinidad and Tobago	79
St. Vincent and the Grenadines	31
St. Lucia	22
Barbados	20

(Source: Transparency International, 2009)

### 4. DESCRIPTION OF THE TARGET GROUP:

Twenty-four currently active Broadcast Journalists and Producers nominated to CBA by radio/television stations throughout the Caribbean. Participants will be in posts which can produce or influence broadcast coverage, particularly of elections. One half to one third will be women; this will be specified in advance. Fifteen participants will be from outside of Jamaica.

### 3. DEVELOPMENT OBJECTIVE:

The project promotes the role of the media as a platform for democratic discourse through professional capacity building and support broadcasting institutions.

#### **4. IMMEDIATE OBJECTIVE:**

- 24 Journalist/Producers working in the media throughout the Caribbean will acquire the skills and knowledge required to fairly report on elections after participating in a two-day training workshop.

#### **5. PROJECT OUTPUTS:**

- 24 Journalist/Producers trained in various ways that the media can support democracy.
- Two months after the workshop, participants will begin an online distance-learning course on Election Reporting. Although largely self directed, completion requires the submission of an assignment which is externally assessed.
- The CBA will set up an online forum for participants to continue discussing the topics covered. It will be maintained after the project is completed and used to keep track of any policy changes or programmes aired as a result of the workshop.
- A booklet will be produced and distributed to Journalists/Producers working for broadcasters throughout the Caribbean. It will give a background into the philosophical context of the media's role in supporting democracy and provide examples of challenges broadcasters have faced and how they have overcome them.

#### **6. ACTIVITIES:**

- A two-day workshop – to be held in Kingston, Jamaica during 2011 – on how the Caribbean media can support democracy. Within the overall theme of Media Supporting Democracy topics to be covered include: Media and Democracy: A Philosophical Introduction; Media Freedom; Election Coverage; Transparency; and Media and the Development Agenda. The Election Coverage session will draw from the Election Handbook for Caribbean Journalists published by the Association of Caribbean Media Workers (ACM) and the CBA's Editorial Guidelines. This workshop will be run in collaboration with the Caribbean Broadcasting Union (CBU). Television Jamaica and the Creative Production and Training Centre (CPTC) have also agreed to support the workshop. (Has the CBU and CPTC and TVJ agreed to this in writing?)
- Material discussed during the workshop will be used in the production of a booklet to be distributed to Journalists/Producers throughout the Caribbean two months after the workshop.
- Participants will be enrolled in an online distance-learning course on Election Reporting commencing two months after the workshop. The CBA has access to a BBC iLearn course that suits this purpose. Participants will also join a specific online discussion forum hosted by the CBA.

#### **7. PROJECT INPUTS:**

- One internationally experienced trainer with expertise in teaching broadcasters about election coverage (this trainer will also compile the booklet and tutor the online distance-learning course).
- One regional or in-country trainer with expert knowledge of media/gender issues.
- Two regional or in-country media experts (provided gratis through CBA contacts).
- Rental of training room with projector.
- Copies of ACM's Election Handbook for Caribbean Journalists and CBA's Editorial Guidelines.
- Design, printing and postage of booklet.
- Online distance-learning course.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of consultants	■											
Research/selection of participating stations		■	■									
Design and production of training materials				■								
Workshop					■							
Production of booklet					■	■						
Publication and distribution of booklet						■						
Distance-learning						■	■	■				
Final evaluation									■	■		
Reports submitted											■	

## 9. INSTITUTIONAL FRAMEWORK:

Established for more than 60 years, the CBA now has over 100 members in 52 countries. It supports freedom of expression, the ideals of public service broadcasting, and the exchange of information and knowledge among its members.

The CBA has a long track record of standing up for media freedom throughout the Commonwealth. In 2010 it ran Election Reporting workshops in Rwanda (with UNESCO's support) and Tonga; in 2009, a workshop on Corruption and Transparency in Trinidad and Tobago, and a workshop on Good Governance and Investigative Reporting in India; and in 2008, Election Reporting workshops in Ghana and Swaziland.

Additionally, during this period, the CBA has revised its Editorial Guidelines and also published Guidelines on Election Coverage in Small States. UNESCO has been very supportive of CBA training and publications – with their support we recently completed a Media Self Regulation Workshop and Online course in Kenya/Uganda/Tanzania – and we hope to again work closely with them on this project.

The CBA already has strong links with Caribbean broadcasters – many of them are members – and this project is to be run in collaboration with the Caribbean Broadcasting Union. Television Jamaica and the Creative Production and Training Centre (Jamaica) have also agreed to support the workshop. However, it is felt that the CBA is in the best position to administer and oversee this project.

## 10. SUSTAINABILITY:

The proposed workshop and follow-up online distance-learning and printed publication represent a model that is sustainable beyond the project life because tangible, high-standard, editorial policies will be produced by individual beneficiaries. These policies will act as an ongoing internal training and self-regulation tool. Impact is leveraged by a skills gain among all Journalists/Producers at participating radio/television stations.

Participants will learn how to implement measures on their return which will help support democratic development. They will also have a network of other Journalists/Producers working throughout the Caribbean that they can discuss issues with.

Participants will also gain further training by completing an online distance-learning course two months after the workshop. They will be able to share what they have learnt with their colleagues and will have a booklet to refer them to.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the local UNESCO office as well as by the CBA and the CBU.

## 12. EVALUATIONS CARRIED OUT:

The idea for this project stemmed from a qualitative assessment of the needs of Caribbean Journalists based on informal discussions with senior employees of Television Jamaica, the Caribbean Broadcasting Union (CBU), and Jamaica's Creative Production and Training Centre (CPTC).

In December of 2009 the CBA was accredited with the Matrix Standard. The Matrix Standard is the UK national quality standard for any organisation that delivers information, advice and/or guidance on learning and work.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The CBA and the trainers will prepare a report at the end of the training which will evaluate the training and the participant's progress on examples of their work and action plans.

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<b>I. PARTICIPANTS</b>	
Airfares: 15 participants from outside Jamaica x \$450	6 750
Accommodation: 15 participants from outside Jamaica x 3 nights x \$120	5 400
Meals: 24 participants x 3 dinners x \$30	2 160
Local travel: 15 participants x 2 taxis (to and from airport) x \$30	900
Workshop material	600
<b>Sub-total participants costs:</b>	<b>15 810</b>
<b>II. VENUE</b>	
Room hire, teas/coffees and lunch: 25 people x 2 days x \$22.5	1 125
AV hire (screen and projector)	270
<b>Sub'total venue costs:</b>	<b>1 395</b>
<b>III. BOOKLET</b>	
Author fee	1 500
Design	300
Printing (1500 copies)	2 250
Postage (250 copies)	750
<b>Sub-total booklet costs:</b>	<b>4 800</b>
<b>IV. ONLINE DISTANCE-LEARNING</b>	
Tutor fee: 1 tutor x 2 days x \$250	500
Technical set-up: 1 technician x 1 day x \$250	250
<b>Sub-total online distance-learning costs:</b>	<b>750</b>
<b>Total contribution costs requested from IPDC</b>	<b>US\$ 22 755</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

Airfare: 1 trainer x \$1000	1 000
Fee: 1 trainer x 5.5 days (including preparation) x \$250	1 375
Accommodation: 1 trainer x 3 nights x \$120	360
Meals: 1 trainer x 3 dinners x \$30	90
Expenses (taxi, phone, visa, inoculations, etc.)	250
Communication costs	500
Project coordinator (11 months)	2 600
<b>Total beneficiary's contribution</b>	<b>US\$ 6 175</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING FOR PUBLIC TV ON DOCUMENTARY CONTENT PRODUCTION IN LATIN AMERICA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RLA/03</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 62 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 35 100
<b>9.</b>	<b>BENEFICIARY BODY</b>	TAL (Televisión de América Latina), TAL - Rua Albuquerque Lins, 537, 12th floor. City: São Paulo – SP Postal Code: 01230-001. Country: Brazil. Telephone: +55 11 2244-2400. Fax: +55 11 3662-5837. Web Page: www.tal.tv
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Montevideo
<b>11.</b>	<b>PROJECT LOCATION</b>	Montevideo, in the build-up to DOCMONTEVIDEO 2011, a Latin American TV Meeting
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Malu Viana Batista, Executive Director of TAL, <a href="mailto:tal@tal.tv">tal@tal.tv</a> , Luis González Zaffaroni of Doc Montevideo, <a href="mailto:luis@docmontevideo.com">luis@docmontevideo.com</a> Günther Cyranek, Daniela Demel, UNESCO Montevideo, <a href="mailto:g.cyranek@unesco.org">g.cyranek@unesco.org</a> <a href="mailto:ddemel@unesco.org">ddemel@unesco.org</a>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In Latin America, television represents for the majority of its people the only way of cultural consumption. Therefore, it is an important and strategic path to establish a dialogue with the majority of population in our countries in order to foster citizens' participation and democracy. The private TV channels in Latin America have the biggest audience and applying a standard way of programming. They replicate the same layers of content and usually reproduce European and North American formats. If we consider that television is one of the most influential contemporary media types to express people's identity and to stimulate different ways of communication, we have an important challenge to face. It is in the public television that this scenario can be changed. We consider it highly relevant to strengthen public TV channels, to develop new formats and programs which represent Latin American identities and increase the dialogue with their audiences. Today, in many cases public service broadcasting is disconnected from society. We need to explore our own voices to find out who we are, what we like and what distinguishes us from others. Since the majority of our populations prefers and identifies itself much more with private channels content rather than public service broadcasting programs, there is still a long way to go to create a demand for locally produced high quality programs.

To contribute to this big challenge TAL has formed a strategic Latin American communication network based on the exchange of content and cooperation of TV channels, educational and cultural institutions from all Latin American countries and communities. The network already counts on more than 200 associates, representing more than 500 TV channels. TAL's main objective is to share programs, to develop co-productions as well as to debate their problems, to establish new targets and to discuss new forms of cooperation. It is within this context that this project proposes to develop a five-day training to discuss and develop new slots and formats of programming focusing in documentary series production. Documentary is given a priority, because it is a way of telling us who we are, who we might be, of connecting with the world, of raising our profile internationally as a creative, vibrant continent with a distinctive voice. To communicate means to recognize and value the cultural diversity.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group is composed by commissioning editors and programming directors from public TV channels in Latin America. They are responsible of structuring the television slot, of developing new programs, integrating and collaborating with independent producers and of establishing partnerships or co-productions with other public channels.

### **3. DEVELOPMENT OBJECTIVE:**

Increase professional capacity in developing new formats for the public television slot; raise the production of high quality content related to audience interest; reflect and represent the diversity of views and interests in Latin America society, including those of marginalized groups

### **4. IMMEDIATE OBJECTIVE:**

20 commissioning editors from Latin American public TV channels, selected according to the quality of their documentary series projects, will receive a five-day training course where they will acquire skills and knowledge in how to improve their programs' quality, how to develop new forms of content and attract audience to programs that are related to Latin America identities.



## 5. PROJECT OUTPUTS:

20 commissioning editors will have improved their skills of developing documentary TV series, learned how to create new formats and programs, benefit from the exchange of best practices, intense tutorials, case studies and networking. TAL's network will be strengthened which helps to improve the quality of its content. Training results will be available for all TAL associates via intranet.

## 6. ACTIVITIES:

The five-day workshop will be structured into lectures, with best practices and case studies (2 mornings); studies of new formats related to documentary TV series (2 afternoons); meetings to discuss how to analyze a program treatment, the viability of production and quality of storytelling (1 afternoon); tutorials to discuss each documentary TV series project individually (1 day); production tutorial to discuss budget, financing and production (1 morning); workshop to discuss multiplatforms and its possibilities and strategies (1 afternoon); and one workshop to discuss how to structure a channel slot (1 day). The whole workshop will be filmed, edited and posted on TAL's intranet, which is available for all associates of TAL's network under prior written authorization of all presenters.

## 7. PROJECT INPUTS:

### Equipment inputs

- 1 digital projector (to be rented for a week)
- 1 big screen (to be rented for a week)
- 10 microphones (to be rented for a week)
- Workshop venue (to be rented for a week)
- Information material, flyers, brochures, translation equipment

### Trainers input

- One trainer (commissioning editor) capable of training other commissioning editors in documentary TV series development related to audience interest.
- One trainer (specialist in developing new formats) capable of training commissioning editors in how to identify audience interests and create new formats for television.

## 8. WORKPLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Invitations for TV channels	■	■								
Personals visits to TV channels			■	■	■					
Selection of trainers		■	■	■						
Production of training material				■	■	■				
Renting of equipment and venue						■				
<b>Development</b>										
Registration and reception						■				
Organization of training courses						■				
Workshop						■				
<b>Conclusion</b>										
Contact list							■			
Analyzes and feedback							■	■		
Edition of material filmed during the workshop									■	
Project monitoring	■	■	■	■	■	■	■	■	■	■
Evaluation					■					■

## **9. INSTITUTIONAL FRAMEWORK:**

The executing agency TAL, Televisão América Latina, is a non-profit organization, qualified by the Brazilian Federal Ministry of Justice as a Public Interest Civil Society Organization (OSCIP). TAL is an independent organization not engaged in any religious or political party with the central purpose of bringing Latin American countries and cultures closer to together by the means of public service broadcasting and contents of high audience interest. Since its creation in 2003, TAL has shown a firm capacity to develop this challenging and pioneering project, bringing together public and private organizations from all countries of Latin America. This institutional and mobilizing capacity also refers to the operational side, which is reflected in the technological structure that TAL has built; working with the latest equipment as well as with highly qualified and motivated professional teams.

TAL is a unique institution in Latin America, not only for its proven capacity to develop complex and challenging projects on a regional basis, but also for its highly sensitive, balanced approach, based on fundamental democratic values of respect and understanding. It promotes the production and exchange of high quality, educational and culturally responsible information. The key concept driving TAL is: to learn more about ourselves as a way of building self-respect and self-confidence; to use our capacity to foster development based on cooperative initiatives.

DocMontevideo, an annual Latin American Documentary TV Meeting, offers to its participants a platform to exchange experiences and to develop a network for cooperation and training. Using an innovative approach to cooperation among independent producers and public TV channels in Latin America, it also creates an environment that improves the quality of productions and optimizes budgets. In its second edition, Doc Montevideo has already achieved the goals that it had set: creating a proper space to develop documentary production for public TV channels and cinema in Latin America. This proposed project is an important initiative to further raise Doc Montevideo's impact, which is already part of the international agenda of documentary production. Doc Montevideo is supported by Uruguay's Association of Producers and Directors, ASOPROD, Uruguay's institute of Cinema, ICAU, the Ministry of Education and Culture and the Secretary of Culture of Montevideo's Municipality.

## **10. SUSTAINABILITY:**

Based on the experience of the planned workshop, we intent to create a five-day course program to be held annually. DocMontevideo is an international event where professionals from all over Latin America meet to discuss and improve Latin America televisions programs and independent production. We will intent to use this project experience as a case to apply for additional funding from the IADB.

## **11. FRAMEWORK OF MONITORING:**

The project will be continuously monitored by ICAU, institute responsible for the development of cinema and audiovisual content in Uruguay.

## 12. EVALUATIONS CARRIED OUT:

Internal research conducted by TAL over the last six years clearly demonstrates the needs of commissioning editors to learn to think alternatives for their slots and to increase the quality and diversity of their programs. TAL's results of needs assessment was confirmed during the second Doc Montevideo Meeting in 2010, when 12 commissioning editors from public TV channels expressed their necessities and interests. Omar Rincon, responsible for the Latin American Competence Center for Communication Analysis, Policy and Telecommunications at Friedrich Ebert Foundation, will provide consultancy to the project.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Five-monthly reporting on the project development and final results will include a video with material captured during the workshop week. The video will be posted on TAL's intranet site. The first report will be submitted after five months, when the participants' documentary TV series projects will be selected. The second and final report, to be submitted in the tenth month, will capture the results of the workshop and its impact on the commissioning editors work and assess perspectives.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
International consultants (2 x 5 days x \$250)	2 500
Local consultant (1 x 5 days x \$150)	750
Local transport costs (17 x airport - hotel – airport x \$70)	1 190
Hotel accommodation (17 x 6 nights x \$80)	8 160
Meals (23 participants x 10 meals x \$25)	5 750
Flight tickets (2 from Europe x \$900)	1 800
Flight tickets (4 from Colombia, Ecuador, Venezuela, Peru x \$900)	3 600
Flight tickets (2 from Bolivia, Paraguay x \$300)	600
Flight tickets (4 from Chile, Argentina x \$200)	800
Flight tickets (3 from Brazil x \$500)	1 500
Flight tickets (2 from Mexico \$1200)	2 400
Flight tickets (3 from Panama, Costa Rica...Central America x \$1200)	3 600
Print material (catalog, training material)	2 450
<b>TOTAL</b>	<b>US\$ 35 100</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
(in US dollars)

Staff (*) development and pre-production (10 months x 3 staff members part-time x \$500/month)	15 000
Staff during the workshop	1 500
Communications costs (10 months x \$70/month)	700
Offices (10 months x \$700/month)	7 000
Web design, newsletter, communication	500
Audiovisual projector, sound and screen (for rent)	1 200
Editing equipment	700
Workshop venue	900
Project monitoring and evaluation	300
<b>TOTAL</b>	<b>US\$ 27 800</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING WOMEN JOURNALISTS IN ICTs AND GENDER</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RLA/04</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 55 975
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 275
<b>9.</b>	<b>BENEFICIARY BODY</b>	ILLA Education and Communication Center Calle Torres Paz 1360, Oficina 404, Santa Beatriz - Lima - Peru Tel.: 4717901 WEB: <a href="http://www.illa.org.pe/">http://www.illa.org.pe/</a> Person Responsible: Rosa Sueiro, Director of ILLA.
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Rosa M. González Communication and Information Advisor for the Andean Countries, UNESCO, Quito
<b>11.</b>	<b>PROJECT LOCATION</b>	Peru and Bolivia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Rosa Sueiro, Director of ILLA, with the assistance of UNESCO/Quito
<b>DECISION OF THE BUREAU:</b>		

### 1. **PROJECT JUSTIFICATION:**

ILLA Education and Communication Center, constituted as a Non-Governmental Development Organization, has worked for the community sector since 1978. In a recent study, ILLA identified that only 2% of women working in community media attend training workshops. Although there are many women working in community radios, as announcers, with their own programs and even as station managers, when training events are held, most participants are men. This denies women access to information and tools for their work, excluding them from decision-making in their community.

ILLA seeks to ensure that women journalists can get training, to take advantage of new technologies and give women's roles a higher profile in society. It is important for women to know how to access information. A recent survey found that women commonly use email and chat, but don't often use Internet to expand their knowledge. To overcome this gender-related digital divide, women must have opportunities to develop skills in handling ICTs.

In both Peru and Bolivia, Internet access has been incipient, and many community radio stations do not yet have continual, stable service. This has kept them from developing their own new products or acting quickly in covering events relevant to their communities. However, by 2010, major progress is evident. ILLA is working closely with 300 legalized community radio stations, to exchange information, update issues and provide training.

In these two Andean countries, community media have become the voice of thousands of isolated or marginalized persons, significantly democratizing this media platform. For community communication service to grow stronger, expand and improve in quality, these workshops seek to train women journalists in key tools to navigate on Internet, create a Website, use networks, platform 2.0, create an online radio, upload audio and video to cyberspace, managing blogs and podcasting. ILLA is also seeking to train female journalists to conduct their radio programs with the gender perspective, to reduce sexist stereotypes in programming contents and promote an approach to work based on equality.

ILLA has extensive experience in managing training, currently organizing the Diploma Course on Communication and Development in alliance with the University of Huánuco in Peru. This course targeting journalists from local and/or regional radio stations, has striven for equitable participation in terms of gender. Nevertheless, ILLA is working to further enhance the quality of the training they give community media. This project will elicit support from expert organizations from neighboring countries where the community movement is well developed, to apply successful experiences or methodologies from other countries in community media in Peru and Bolivia.

### 2. **DESCRIPTION OF THE TARGET GROUP:**

75 female journalists and communicators from community radio stations in Peru and Bolivia from areas where there is very little knowledge and training about the use of new technologies applied to journalistic communication, and in which women have little influence in decision-making by the communications media where they work, will be trained in gender equity and in applications for ICTs.

- In Peru, we will work with 50 journalists from the legalized community radio stations belonging to the ARI Association.

- In Bolivia, we will work with 25 journalists from indigenous legalized community radio stations comprising the AMARC Network.

### 3. **DEVELOPMENT OBJECTIVE:**

The project will contribute to increasing plurality and diversity in Peru and Bolivia by building women's capacities to use the media as a platform for democratic discourse, to highlight women's roles in the media and their decision-making capacity.

### 4. **IMMEDIATE OBJECTIVE:**

75 female journalists and communicators from community radio stations in Peru and Bolivia will acquire skills in using ICTs and knowledge about gender equity to improve media programming and contents, in three training workshops lasting five days each. In addition, an online training platform will be set up to establish new sources of guidance in order to multiply the knowledge within the media community.

### 5. **PROJECT OUTPUTS:**

- 75 female journalists and communicators who are able to use new technologies to strengthen community media services.
- 75 female journalists covering news from a gender perspective, producing contents without sexist or discriminatory stereotypes.
- 9 radio micro reports produced (3 per workshop).
- Online training platform set up.

### 6. **ACTIVITIES:**

The project consists of 3 training workshops on ICTs, digital radio production and gender equity for women journalists from community radio stations. The workshops will be directed by experts in new technologies and gender.

- **Workshop 1:** 25 women journalists from Peruvian community radio stations will receive training on ICTs and gender for 5 consecutive days, in the city of Piura, Peru.
- **Workshop 2:** 25 women journalists from Peruvian community radio stations will receive training on ICTs and gender for 5 consecutive days, in the city of Lima, Peru.
- **Workshop 3:** 25 women journalists from indigenous community radio stations in Bolivia will receive training on ICTs and gender for 5 consecutive days, in the city of La Paz, Bolivia.
- **Systematization and setting up of virtual platform:** Systematization of the training content to be available online.

### 7. **PROJECT INPUTS:**

- Two trainers from neighboring countries who are experts in new technologies and gender (IPDC contribution)
- Two local trainers who are experts in digital radio production (IPDC contribution)
- Equipped rooms: computers, recording and editing booth (IPDC contribution)
- Materials for training (IPDC contribution)
- Transport, lodging, food for participants and trainers (IPDC contribution)
- Systematization and setting up of virtual platform (IPDC contribution)
- A coordinator for the workshops in Peru (ILLA contribution)

- A coordinator for the workshops in Bolivia (ILLA contribution)
- Three local assistants for trainers, participants and for coordination work (ILLA contribution)
- Office (computers, telephones, inputs) (ILLA contribution)
- Hosting Website (ILLA contribution)
- Digital recording booths (ILLA and IPDC contribution)

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5
Organize logistics/ March					
Hire trainers/ March					
Prepare materials/ April					
Workshop Piura, Peru (1)/ May					
Workshop Lima, Peru (2)/ May					
Workshop La Paz, Bolivia/June					
Systematization and setting up of virtual platform					
Evaluation and reporting / July					

## 9. INSTITUTIONAL FRAMEWORK:

ILLA Education and Communication Center, constituted as a Non-Governmental Development Organization, has worked for the community sector since 1978. Its team of professionals from diverse specialties and disciplines share a common approach to working for communication, democracy and development. In Peru, ILLA has served two terms on the Managing Council of the National Association of Centers (ANC), an institution representing Peru's non-governmental organizations. ILLA has also served on the National Consensus-Building Group for the Struggle against Poverty, in the National Agreement, and for years now has promoted the National Conference on Social Development (CONADES) which brings together numerous projects with organizations and institutions of civil society, federations and associations of rural peoples nationwide. Further, ILLA has been the representative in Peru of the World Association of Community Radio Stations (AMARC). ILLA has served two terms on the National Managing Council of the National Radio Coordinator (CNR) which networks over 70 educational radio stations throughout Peru. ILLA has also supported implementation of three local radio stations in Jayanca (Lambayeque), Pachacútec (Ica) and Ignacio Escudero (Piura).

ILLA uses various forms, settings and media to reach rural and peri-urban population groups, achieving extensive coverage, social impact, influence in public opinion and policy advocacy. At present, ILLA is collaborating closely with 300 community and educational radio stations nationwide, actively participating in networks of NGOs, journalists and community media, and pursuing campaigns and citizen consultations in various regions (especially Puno, Ayacucho, Lambayeque, Pasco, Ica, and Loreto) regarding sustainable development and democracy. ILLA is building the capacities of journalists from local radio stations to improve their contribution to developing their localities with equity, justice and transparency. ILLA's Website has become a constant referent for local radio stations, regarding legislation and training.

## 10. SUSTAINABILITY:

ILLA is in a position to provide continuity in training programs, after 30 years of experience in training for community media. ILLA is working closely with 300 legalized community radio stations and has a consolidated Website to announce workshops, provide advisory assistance and also to provide information, as reference materials and research are available. The project will complement and reinforce ILLA's work in training programs for community media, which have given special priority to gender equality and empowering women.



## 11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with ILLA and the trainer participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by UNESCO Quito Office. Rosa Sueiro, director of ILLA, will prepare reports.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Trainer for workshops on new technologies (ICT) (15 days of workshops x \$150 per day)	2 250
Trainer for workshops on Gender (15 days of workshops x \$150 per day)	2 250
Local trainer in digital radio production in Peru (10 days of workshop x \$100 per day)	1 000
Local trainer in digital radio production in Bolivia (5 days of workshop x \$100 per day)	500
Trainers' travel to Peru (2 airfares x \$700 each)	1 400
Trainers' travel to Bolivia (2 airfares x \$800 each)	1 600
Lodging and subsistence for trainers (2 trainers x 15 days + 1 local trainer x 10 days + 1 local trainer x 5 days)	3 150
Lodging and subsistence for participants (25 participants x 5 days x \$45 x 3 workshops)	16 875
Rental of computing room one computer per participant with Internet connection (15 days x \$100 per day)	1 500
Participants overland travel (25 participants x 3 workshops x \$35)	2 625
Materials for training (75 folders x \$15)	1 125
Digital record booths (15 days use of recording equipment)	2 000
Systematization and setting up of virtual platform	2 000
<b>Total:</b>	<b>US\$ 38 275</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

Office equipment (computers, scanner, telephones)	5 000
Coordination of Workshops (2 coordinators for workshops in Peru and Bolivia)	2 000
Technical assistance (3 local assistants for trainers, participants and for coordination work)	800
Communications for coordination	500
Office materials	500
Digital recording booths	8 000
Hosting Website	500
Reporting	400
<b>Total:</b>	<b>US\$ 17 700</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING ON MULTIMEDIA REPORTING FOR MEXICAN AND CENTRAL AMERICAN JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RLA/05</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 84 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 36 200
<b>9.</b>	<b>BENEFICIARY BODY</b>	Inter American Press Association Miami, Florida, USA <a href="http://www.sipiapa.org">www.sipiapa.org</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO San José / Oficina Multipaís para Centroamérica y México Contact: Mildret Corrales ✉ <a href="mailto:m.corrales@unesco-cr.org">m.corrales@unesco-cr.org</a> PBX: (506) 2210-3800 / 2258-7458 Ext. 219
<b>11.</b>	<b>PROJECT LOCATION</b>	Seminar 1: Guatemala City, Guatemala Seminar 2: San Pedro Sula, Honduras Seminar 3: México, D.F., México Seminar 4: San Salvador, El Salvador Seminar 5: San José, Costa Rica
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ricardo Trotti Director, IAPA Press Institute Tel.: (305) 634-2465 ✉ <a href="mailto:rtrotti@siapiapa.org">rtrotti@siapiapa.org</a>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The advent and growth of the Internet has been nothing short of a sea change for the media. By making distribution costs very cheap, the Internet has opened up the field of journalism to new actors, has created new ways of consuming the news and interacting with news organizations, and made a user-generated content commonplace. While newspapers will continue to provide some of the best news coverage available, it's clear that journalism has benefitted, and will continue to do so, from the emergence of community news web sites, bloggers, citizen journalists, and social networks.

Because the Internet allows for the integration of reporting formats (multimedia storytelling), Latin American news readers are increasingly consuming news that are presented in, or accompanied by, storytelling formats such as slideshows, and video/audio. This project focuses on the teaching of basic multimedia reporting skills (photo and audio for the web) and storytelling, to journalists from Mexico and Central America, whether affiliated or not to any media outlet. Because the seminars envisioned in the project would be open to any citizens interested in covering their communities, they would also help promote the development of independent content producers. These seminars would be geared to an audience with little or no knowledge of multimedia tools.

Since this project has a regional scope, it will be carried out by the Miami-based Inter American Press Association (IAPA) and its Press Institute, which for over 15 years have carried out numerous training seminars and workshops for journalists in Mexico and Central America. Based on a review of seminar evaluations gathered by the Press Institute over the last three years, and based on our ongoing contacts with reporters and editors, we have found that training in multimedia reporting is urgently needed in the region. That is why several leading regional newspapers will support IAPA on this project. The Press Institute will also reach out to local journalists' associations so they can offer this series of seminars as a service to their members.

Because news reporting often entails risks such as working in hostile environments, or uncovering information that organized crime and corrupt officials wish to silence, the seminars will include sessions on journalists' safety. These sessions will include risk assessment and management, and recommendations and strategies for planning coverage. Each seminar will raise awareness about the role of journalists as watchdogs. The journalists' safety sessions would be led by experienced, award-winning investigative reporters who represent IAPA's Rapid Response Unit—a group of local correspondents who investigate crimes and attacks against the press mainly in Mexico, Colombia, Brazil, but also in other Latin American countries. This group has recently launched the “Geografía de Riesgos” (“Risks Map”) project (<http://geografiaderiesgos.blogspot.com/>), which presently only covers Mexico. Seminar participants would be invited to launch a new network built around the “Geografía de Riesgos” project, which would be extended to other Central American countries through the development of a new web site.

### **2. DESCRIPTION OF THE TARGET GROUP:**

Newspaper, broadcast, and freelance journalists. The project would also reach out to any citizens interested in developing multimedia news content aimed at covering their communities digitally.

### **3. DEVELOPMENT OBJECTIVE:**

We expect that completion of the seminars will contribute to fostering democracy and freedom of expression and of the press in Mexico and Central America by enhancing journalists' ability to do multimedia reporting and produce multimedia content; and by raising awareness about journalists' security issues.

#### 4. **IMMEDIATE OBJECTIVE:**

By listening to experts in multimedia reporting and by following their guidance in practical exercises, over 150 Mexican and Central American journalists will receive hands-on training on producing photo and audio for the web. In addition, they will acquire or update their skills on risk assessment and management.

#### 5. **PROJECT OUTPUTS:**

- Over 150 Mexican and Central American journalists will be capable of producing their own multimedia content by learning what type of content works best for each story and some basic rules on how to create quality content; and by using online resources and low-cost or free software tools and equipment.
- Seminar participants would be invited to launch a new network built around the “Geografía de Riesgos” (“Risks Map”) (<http://geografiaderiesgos.blogspot.com/>) project, which presently only covers Mexico but would be extended to other Central American countries through the development of a new web site. This new web site would include seminar presentations, as well as other resources on journalists’ safety.

#### 6. **ACTIVITIES:**

- One two-day seminar held in Guatemala City, Guatemala, for 35 working journalists from Guatemala and neighboring Central American countries.
- One two-day seminar held in San Pedro Sula, Honduras, for 35 working journalists from Honduras and neighboring Central American countries.
- One two-day seminar held in México, D.F., for 35 working journalists from Mexico and neighboring Central American countries.
- One two-day seminar held in San Salvador, El Salvador, for 35 working journalists from El Salvador and neighboring Central American countries.
- One two-day seminar held in San José, Costa Rica, for 35 working journalists from Costa Rica and neighboring Central American countries.

Content for all seminars would follow this basic agenda:

##### **First day: training sessions on multimedia**

- < AM > Presentation: “Photography. How to tell stories visually. Good and poorly-executed projects.”
- < AM > Presentation: “Visual culture: what works and what doesn’t. The image: visual concepts, rules, layers. How to create slideshows.”
- < PM > Presentation: “Audio, basic principles. How to create a good audio interview. Editing concepts.”
- < PM > Presentation: “Equipment and software recommendations.”

##### **Second day: training sessions on safety issues**

- < AM > Presentation: “What type of risks are Latin American journalists facing? The Mexican case and others, how they are covered.”
- < AM > Presentation/workshop: “Developing our risks agenda (group work). Analysis and discussion of the risks agenda.”
- < PM > Presentation: “When we put ourselves at risk. Ethics as a basic safety principle.”
- < PM > Presentation/workshop: “How to investigate and lessen the risks. Some tools for prevention. Working towards our self-protection (group work and discussion). Assessment and conclusions.”

## 7. PROJECT INPUTS:

- Based on the expected audience size and the need to hold workshop sessions, two experts on multimedia reporting and two investigative journalists and/or experts on security issues are recommended. Because the pool of highly-qualified, available instructors in these two areas is relatively small, in these seminars the instructors would have to come from abroad. For more information on the instructors, we attach a copy of their short bios.
- Required gear for the seminar's multimedia component: participants will be asked to bring an audio recorder and a still camera. The still camera will be used to teach them rules of composition, photo editing, and sequencing. The audio recorder would be used to teach them how to record and edit audio.

## 8. WORK PLAN:

ACTIVITIES / MONTHS (Dec. 2010 / Jan.-Dec. 2011)	12	1	2	3	4	5	6	7	8	9	10	11	12
<b>SEMINAR #1</b>													
Selection / contracting of instructors; development of seminar content	■	■											
Distribution of notifications; promotion of seminar	■	■											
Logistics arrangements	■	■											
In-country seminar #1		■											
Submission of implementation reports	■		■										
<b>SEMINAR # 2</b>	12	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors; development of seminar content	■	■											
Distribution of notifications; promotion of seminar	■	■											
Logistics arrangements	■	■											
In-country seminar #2		■											
Submission of implementation reports	■		■										
<b>SEMINAR # 3</b>	12	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors; development of seminar content		■	■										
Distribution of notifications; promotion of seminar		■	■										
Logistics arrangements		■	■										
In-country seminar #3			■										
Submission of implementation reports		■		■									
<b>SEMINAR # 4</b>	12	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors; development of seminar content		■	■										
Distribution of notifications; promotion of seminar		■	■										
Logistics arrangements		■	■										
In-country seminar #4			■										
Submission of implementation reports		■		■									
<b>SEMINAR # 5</b>	12	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors; development of seminar content			■	■									

Distribution of notifications; promotion of seminar																				
Logistics arrangements																				
In-country seminar #5																				
Submission of implementation reports																				

**9. INSTITUTIONAL FRAMEWORK:**

The IAPA Press Institute will carry out the project jointly with several Central American and Mexican partners, including leading newspapers in the region. IAPA ([www.sipiapa.org](http://www.sipiapa.org)) is a Miami, USA-based non-profit organization founded in 1950 and dedicated to defending freedom of expression and of the press throughout the Americas, including encouraging high standards of professional and business conduct. Its membership includes 1,300 newspapers and magazines. The organization is supported by member and private foundation contributions. The Press Institute is IAPA’s journalism training arm. It regularly offers seminars; publishes the Spanish-language, quarterly trade magazine *Hora de Cierre*; and has published several journalism books. For this project, the Press Institute will receive support by IAPA’s Committee against Impunity, which helps fight impunity for violence committed against journalists and news outlets.

**10. SUSTAINABILITY:**

The seminars will build on work already carried out by the IAPA Press Institute and IAPA Committee against Impunity. Both the Press Institute and the Committee against Impunity have their own sources of funding for their operations and implementation of their projects.

**11. FRAMEWORK OF MONITORING:**

Each seminar will be evaluated by applying an evaluation questionnaire, which will measure the overall quality of seminar contents, the speakers’ style and content of their presentations, the seminar’s practical use, plus recommendations and criticisms. The IAPA’s Press Institute will also review the seminar’s impact on participating publications through contacts with editors and reporters. After each seminar, we will draft a report and will send it to UNESCO San José. The seminars will help the Press Institute assess multimedia training needs on the ground with a view to reinforcing its offerings of multimedia workshops and online seminars (webinars).

**12. EVALUATIONS CARRIED OUT:**

In order to determine what issues are being uncovered and require more practical training, the IAPA’s Press Institute have contacted Mexican and Central American news editors and asked for their feedback. We have also reviewed evaluations from previous seminars on multimedia storytelling and reporting in hostile environments, and have tapped into this information for the purposes of developing this project.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The beneficiary agency will submit progress reports to UNESCO San José, as well as a comprehensive final report assessing to what extent the project’s immediate objective was achieved. The beneficiary agency will prepare the reports, including any financial payments to IAPA.

**C. ADDITIONAL INFORMATION**

The Press Institute has received funding in the amount of \$5,000 from UNESCO San José in 2007 toward carrying out a seminar on investigative reporting focused on money laundering. In September 2008, it received

funding in the amount of 5,000 from UNESCO San José toward a seminar on investigative journalism and journalists' security. In March 2009, IPDC awarded funding for \$34,800 to project code PDC/53 RLA/05. This project was jointly developed and executed by Fundación Healy and IAPA, and was completed in Dec. 2009. The IAPA Press Institute will contribute to the implementation of the project by using its own funds and other funds granted to it by the Knight Foundation. The Press Institute will also ask IAPA members for support.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Plane tickets for seminar instructors (\$800 per ticket x 4 instructors x 5 seminars)	16 000
Instructors' accommodations (\$120 per night x 3 nights x 4 instructors x 5 seminars)	7 200
Hotel services – (meeting room rental) (\$300 per day x 2 days x 5 seminars)	3 000
Design and development of web site with online community features	10 000
<b>Total costs</b>	<b>US\$ 36 200</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Instructors' per diem (\$100 per day x 3 days x 4 instructors x 5 seminars)	6 000
Instructors' fees (\$500 x 4 instructors x 5 seminars)	10 000
Plane tickets for IAPA staff (\$800 per ticket x 1 seminar coordinator x 5 seminars)	4 000
Hotel for seminar coordinator (\$120 per night x 3 nights x 1 coordinator x 5 seminars)	1 800
Per diem, Press Institute's coordinator (\$100 x 3 days x 1 coordinator x 5 seminars)	1 500
Hotel services – (coffee breaks, lunch for seminar participants) Coffee breaks: (\$10 per person x 35 persons x 4 coffee breaks x 5 seminars)	7 000
Hotel services – (audiovisual equipment rental) (\$300 per day x 2 days x 5 seminars)	3 000
Overhead costs (phone calls, stationary, printouts) (\$3,000 per seminar x 5 seminars)	15 000
<b>Total costs</b>	<b>US\$ 48 300</b>